



News Release

America's Blood Centers and Red Cross join global blood donation campaign

#MissingType campaign encourages individuals to donate blood and platelets

WASHINGTON, August 18, 2016 — America's Blood Centers and the American Red Cross are participating in the multinational Missing Type campaign to inspire individuals to donate blood and platelets. Underway in 21 countries worldwide this week, the campaign seeks to raise awareness for the need for all blood types during the challenging summer season. Every two seconds, someone in the U.S. needs blood.

Throughout the week, the letters A, B, and O, representing the main blood groups, will disappear from signage, brands, publications, and social media posts. Some of the U.S. participants include: Fandango, Morgan Stanley, the Denver Broncos, Chicago Blackhawks, Cincinnati Reds, Minnesota Twins, and the New York Stock Exchange.

"The need for blood is constant. Each day, blood centers in the U.S. and abroad depend on the selflessness of volunteer blood donors," said Christine Zambricki DNAP, CRNA, FAAN. "Missing Type reinforces the important role that individuals play ensuring a safe and adequate blood supply is available for all patients in need. Whether donating blood or encouraging others to give, we thank all our partners in this campaign for their support and urge the public to join the conversation by removing the letters A, B, and O using #MissingType."

The campaign first held in England and North Wales by NHS Blood and Transplant in 2015, launches at a time of year when blood centers tend to see a decline in the number of donors due to summer vacations and school being out of session.

"Right now, we need blood and platelet donors of all types to make an appointment to give during this summer's blood shortage," said Chris Hrouda, executive vice president of the American Red Cross and chairman of the Alliance for Blood Operators. "This week, the Missing Type campaign helps bring attention to the critical importance of a readily, available blood supply for patients in need. Those who need blood and platelets include accident and burn victims, heart surgery patients, organ transplant patients, and those receiving treatment for leukemia, cancer or sickle cell disease."

To schedule an appointment at your local blood center or for more information on the campaign please visit:

- America's Blood Centers: www.AmericasBlood.org
- American Red Cross: www.redcrossblood.org

Individuals who are 17 years of age (16 with parental consent in most states), weigh at least 110 pounds and are in generally good health may be eligible to donate blood. High school students and other donors 18 years of age and younger also have to meet certain height and weight requirements.

About America's Blood Centers

Founded in 1962, America's Blood Centers is North America's largest network of community based, independent blood programs. Recognized by the U.S. Congress for its critical work in patient care and disaster preparedness and response, the federation operates more than 600 blood donor centers providing half of the U.S., and a quarter of the Canadian blood supply. These blood centers serve more than 150 million people and provide blood products and services to more than 3,500 hospitals and healthcare facilities across North America. America's Blood Centers' U.S. members are licensed and regulated by the U.S. Food and Drug Administration. Canadian members are regulated by Health Canada. For more information, please visit www.AmericasBlood.org.

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or cruzrojaamericana.org, or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

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