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## **America's Blood Centers Encourages Eligible Individuals to Join Global Campaign to Break the World Record for Most Blood Donations in a Single Day**

*Global campaign is an effort to educate the public about the urgent need for blood donation, increase diversity in the blood supply, and encourage people to donate for the first time*

**Washington, DC** – America's Blood Centers (ABC), the national organization of community-based, independent blood centers that supply 60 percent of the nation's blood supply, today joined the worldwide campaign encouraging all eligible donors to give blood on Saturday, August 27<sup>th</sup> in a global attempt to break the world record for the most blood donations in a single calendar day. The Global Blood Heroes Day campaign, organized by global not-for-profit community service organization Who is Hussain, is an effort to educate the public about the urgent need for blood donation, increase diversity in the blood supply, and encourage more people to give blood for the first time. The campaign aims to break the current world record of 33,000 blood donations in a single day by generating more than 50,000 donations on August 27<sup>th</sup>.

“Although a blood transfusion is needed every two seconds in this country, just three percent of the United States population donates blood each year. We need to dramatically increase that number to ensure we have enough blood on the shelf to meet demand. This global campaign will help bring more donors into their local community blood center, increase diversity in the blood supply, and encourage many people to give for the very first time. Ultimately, it will save lives,” said Kate Fry, Chief Executive Officer at America's Blood Centers.

“We are motivated by the saying ‘to save one life, is to save all of humanity.’ With just one hour of your time donating blood, you can save up to three adult lives, or up to seven infant lives. Imagine the impact 50,000 donors could make on one day. Sign up today and help to make history,” said Ali Alvi, United States coordinator of the Global Blood Heroes Day.

ABC recently released [a first of its kind guide](#) that highlighted that although a blood transfusion is needed every two seconds in the United States, just three percent of the U.S. population donates blood each year. It also underscored how just 19.5 percent of all blood donations come from racial or ethnic minority donors. Increasing that amount of one of the best ways to support those living with diseases like sickle cell since one in three African-American blood donors are a match for a sickle cell patient.

Donors in 20 countries across six continents are taking part in Global Blood Heroes Day. Those interested in donating blood can find their local community blood center online [here](#). All data collected as part of this campaign will be confirmed by Official World Records, a verification body recognized by the Council of Notariats of the European Union.

Founded in 1962, America's Blood Centers is the national organization bringing together community-based, independent blood centers. Its member organizations operate more than 600 blood collection sites providing close to 60 percent 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. All ABC U.S. members are licensed and regulated by the U.S. Food and Drug Administration. For more information, visit [www.AmericasBlood.org](http://www.AmericasBlood.org).

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