



**NEXCARE™ BRAND AND AMERICA'S BLOOD CENTERS
HONOR WORLD BLOOD DONOR DAY WITH 3RD ANNUAL NEXCARE *give* PROGRAM**
*Nationwide Initiative That Encourages Blood Donation This Summer
Comes to Life with The Blood Alliance*

JACKSONVILLE, Fla., June 2011—Many Americans may consider giving blood to be an important act of community service, however, less than five percent of those who can give actually donate on an annual basis. To help bridge this gap, Nexcare™ Brand, in partnership with America's Blood Centers, is proud to announce the third annual Nexcare™ *give* program. A nationwide initiative to raise awareness and inspire action in the need for blood donation, the Nexcare™ *give* program shines a light on World Blood Donor Day (June 14) to thank those who give and encourages others to get involved with The Blood Alliance.

With the support of hundreds of participating blood centers like The Blood Alliance, the Nexcare *give* program inspires people in America with a message of hope, and helps to spread the word by distributing limited-edition Nexcare Bandages marked with the word “*give*” beginning on World Blood Donor Day and throughout the week of June 14-19, 2011. These high-performance, diamond-shaped Nexcare *give* Bandages serve as a badge of honor for blood donors and a symbol of the cause.

Featuring a new theme for 2011, Nexcare Brand will be donating and giving away a collection of five fashion bandages inspired by the latest runway trends and featuring the vibrant designs of chevron, plaid, gingham, zebra, and “classic.” The fashionable bandage collection aims to demonstrate to current and potential donors that *helping to save a life is always in style*.

The community is encouraged to help The Blood Alliance celebrate World Blood Donor Day! For those unable to visit The Blood Alliance, Nexcare Brand has launched a Facebook page where visitors can easily find another location where they may donate, as well as sign up to receive additional bandages for free by mail, while supplies last. Visitors can share their story, and sign a pledge to donate blood this World Blood Donor Day. Participants pledging to give blood have the opportunity to share with their friends and encourage them to pledge, too. Nexcare Brand will make a charitable donation of \$10,000 in the name of the top five people whose blood donation pledges have the most supporters on Facebook by July 31, 2011 to the Foundation for America's Blood Centers.

“We're proud to continue this partnership and the Nexcare *give* program, which we feel represents an important opportunity to encourage blood donations,” said Luiz Castro, Global Business Manager, Nexcare Brand, 3M Consumer Health Care Division. “Now in our third year, our goal is to spread the program's message even further with an eye-catching collection of bandages and new online tools that we hope will inspire people to share the message and encourage others to get involved.”

World Blood Donor Day and the Nexcare *give* program come at an important time each year. During the summer months, the nation's blood supply comes under strain due to fewer donations because of increased vacation schedules and other seasonal distractions.

“The need for blood donors is constant. As the sole provider of blood to more than 20 hospitals and medical facilities in our area, we must collect 360 pints every day to meet their demands,” said Valerie Collins, Chief Operating Officer of The Blood Alliance. “The Nexcare *give* program provides a compelling way for us to

raise awareness of this need, and encourages the community to join us in making a difference and helping to save lives.”

The 2011 Nexcare *give* program kicks-off on Tuesday, June 14th with World Blood Donor Day. Throughout that week, The Blood Alliance will distribute limited-edition Nexcare *give* Bandages, as well as host local events. To learn more, receive more information or to request additional bandages at no cost, visit www.nexcaregive.com. To register to donate blood, please visit: www.igiveblood.com

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About The Blood Alliance:

The Blood Alliance (TBA) provides blood to more than 20 hospitals in 11 counties serving in Northeast Florida, and regions of Georgia and South Carolina.

It provides a safe and adequate blood supply to the regions it serves and is a member of America’s Blood Centers – a national network of independent community blood centers responsible for nearly half of the nation’s blood supply. TBA opened in 1942 and is a non-profit community blood center licensed by the FDA and accredited by the AABB. For more information please visit: www.igiveblood.com or call: 888.99.TBA.HERO (888.998.2243).

About 3M:

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$27 billion in sales, 3M employs about 80,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3M.com or follow @3MNews on Twitter.

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