



## *Media Release*

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### **FOR IMMEDIATE RELEASE**

**\*\* Photo attached\*\***

#### **Trima Mobile Bus To Visit Jacksonville!**

*Bus will help to increase awareness of automated blood donations*

JACKSONVILLE, Fla., January 25, 2012 -- The Blood Alliance (TBA), enriching lives since 1942, welcomes the Trima Mobile bus on its nationwide tour, scheduled to be at The Blood Alliance (7595 Centurion Parkway, Jacksonville, Fla. 32256) on January 31<sup>st</sup> from 9:00 a.m. – Noon. The Trima Accel<sup>®</sup> Automated Blood Collection System offers blood donors the opportunity to donate specific components of blood rather than the traditional way of giving a unit of whole blood. The visiting Trima Mobile bus will provide a chance to:

- Create excitement and awareness in the value of automated blood donations
- Excite the public as to their interest in mobile automated blood collections
- Promote blood collection within the community as part of National Blood Donor Awareness Month (January).



Representatives from US Coach (the manufacturer of the bus), CaridianBCT and Terumo Transfusion (soon to be known as Terumo BCT) will be on hand to discuss any of the aforementioned points.

“The Blood Alliance hopes that the opportunity to share the Trima Mobile bus with the Jacksonville public will prove to be a worthwhile effort at multiplying the efforts of our blood donors and their donations,” said Tom Reynolds, Director of Donor Services at The Blood Alliance. “We hope people who have been regular whole blood donors or those who are considering automated donations, take advantage of this opportunity to come out and learn about the different ways to give the gift of life!”

The event is free and open to the public.

### **Additional information about the Trima Mobile Bus**

The Trima Mobile bus will travel nationwide, with a final stop in June 2012 in Washington, D.C.

The campaign highlights the importance of blood donations to all communities and helps educate donors about automated donation. Automated donation, also called apheresis, allows a donor to give specific blood components (platelets, plasma or red blood cells) and safely returns the unused components back to the donor. Automated donations make it possible to give six times more platelets than a whole blood donation—enough platelets to provide one or possibly more transfusable patient doses.

**Bus facts:** The fully customized, 40-foot coach was manufactured by the U.S. Coach Company. In addition to the vehicle’s standard features, this coach is equipped with four Trima Accel® Automated Blood Collection Systems and includes an individual DVD screen at each collection bed for donor enjoyment. At the end of the trip, the National Blood Foundation (NBF) will raffle off the bus to a blood center that has entered the drawing. Proceeds of the raffle will benefit NBF and help further the mission of advancing transfusion medicine and cellular and related biological therapies by funding early career scientists conducting research in these areas. Please note that we cannot perform automated donations on the bus. ***To make an appointment to donate blood visit TBA’s website at: [www.igiveblood.com](http://www.igiveblood.com), use its iPhone and Droid app at: “iDon8” or call The Blood Alliance at: 888-99-TBA HERO (888.998.2243).***

### **Blood Facts:**

- Blood and blood products are needed 24 hours a day, 365 days a year for emergencies, surgeries, organ transplants, and to treat burns, injuries, heart disease, cancer, sickle cell anemia and other medical conditions
- Today, while an estimated 38 percent of the U.S. population is eligible to donate, less than 10 percent do so annually\*
- A majority of people will need blood or blood products at some point in their lives
- An organ transplant recipient uses up to 25 units of plasma, 30 units of platelets and 40 units of red blood cells—the red blood cells alone could amount to nearly five gallons
- A cancer patient uses up to eight units of platelets per week
- It takes the combined efforts of four to six whole blood donors to produce just one unit of platelets for transfusion
- An automated donation can take as little as 30 minutes

**CaridianBCT and Terumo Transfusion:** CaridianBCT and Terumo Transfusion are becoming Terumo BCT, the world leader in blood component technology. Our products and services are designed to set new levels of performance today, and our innovation pipeline strives to substantially improve blood collection and processing, blood therapies and the development of cell therapies in the years ahead. For more information, visit [www.terumobct.com](http://www.terumobct.com).

**National Blood Foundation** Established in 1983, NBF has a history of supporting research and education that advances transfusion medicine and blood banking to benefit both patients and donors. Funds are raised annually from corporations, blood centers, foundations and individuals. NBF, a program of AABB, provides grants for scientific research in the fields of transfusion medicine, blood banking and cellular therapies, and supports education initiatives that benefit the transfusion medicine community.

### **The Blood Alliance**

The Blood Alliance (TBA) provides blood to more than 40 hospitals and medical facilities in Florida, 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 has been enriching lives since 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](http://www.igiveblood.com) or call: 888.99.TBA.HERO (888.998.2243).

\*AABB. "Blood FAQs." AABB 2011. Web. [www.aabb.org/resources/bct/Pages/bloodfaq.aspx](http://www.aabb.org/resources/bct/Pages/bloodfaq.aspx)

***FACT: If donors gave two times per year, blood shortages could be prevented. The Blood Alliance must collect blood from more than 360 donors every day to meet the needs of area hospitals.***