



America's Blood Centers®  
It's About *Life*.

## NEXCARE™ BANDAGES AND AMERICA'S BLOOD CENTERS PARTNER TO RAISE AWARENESS FOR BLOOD DONATION

*Nexcare Debuts Limited Edition "give" Bandage for World Blood Donor Day to Thank Donors and Inspire Others, Available at Florida Blood Services Donation Locations*

**St. Petersburg, FL: June 2009** — This month, **Nexcare Bandages** announced a partnership with **America's Blood Centers** on a new initiative to make blood donation a national priority by thanking donors and encouraging recurring donations. Every two seconds, someone needs blood. The constant need is met by volunteers across the country who make the choice to donate, including those nearby here in **the Tampa Bay region**. Nexcare Bandages and America's Blood Centers salute these individuals with a **limited-edition *give* bandage**, created by Nexcare, which will be distributed nationwide beginning **Monday, June 8, 2009 through World Blood Donor Day, Sunday, June 14, 2009**. Residents of **Tampa Bay** are invited to help their local affiliate celebrate **World Blood Donor Day** and receive a *give* bandage by visiting their neighborhood Donor Centers or convenient bloodmobiles. For donation locations please visit [www.fbsblood.org](http://www.fbsblood.org) or call **1-800-68-BLOOD (25663)**.

High-performance, diamond-shaped, Nexcare Bandages will prominently feature the word *give* as a message of inspiration and gratitude. The **Nexcare *give* bandage** represents the united global celebration and recognition of everyday heroes who save lives by giving blood.

"We are passionate about this noble cause and committed to raising awareness and recognition in our communities. The dedication of blood donors across the country is inspiring—these people are saving lives every day. We hope donors will wear their Nexcare *give* bandages with pride to show that they have donated blood and encourage others to do the same," said Paul Hansen, division general manager, 3M Consumer Health Care.

For those unable to visit the locations in greater Tampa Bay, or another center within the network, they can also get **free samples of the Nexcare *give* bandages online** at [www.nexcare.com/give](http://www.nexcare.com/give). People can wear these bandages with pride in recognition of their personal contribution and to incite others to donate.

Founded in 1962, America's Blood Centers is North America's largest network of non-profit, community blood centers. Every year member blood centers collect nearly 10 million pints of whole blood, providing nearly 50 percent of the country's donor blood supply, and over 10 million units of blood components including red blood cells, platelets, and plasma. Blood is used every day. The national supply must cover both ongoing and unexpected needs. As such, volunteer blood donors are vital to ensuring there is enough blood on the shelves whenever and wherever it is needed.

"We are grateful to all donors for their lifesaving work. With the economy in flux, we encourage Americans to remember there are many ways to give back. If you consider that just one hour of your time is enough to save three lives, giving blood regularly is a great way for volunteers to serve their community," comments Tom Schallert, President of America's Blood Centers.

## Did You Know?

- One pint of blood can save up to three lives
- Every two seconds, someone needs blood
- If one percent more Americans gave blood, all national blood shortages would disappear for the foreseeable future
- Most Americans will require a blood transfusion at some point in their lives
- Donors can give whole blood up to six times a year
- There is no substitute for human blood

Millions owe their lives to people they will never meet—people who donate their blood freely. Dedicated to these heroes, World Blood Donor Day will take place on June 14, 2009. To find another local blood center, please go to [AmericasBlood.org](http://AmericasBlood.org) or call 1-888-USBLOOD.

For additional information about Nexcare Bandages, made by 3M, go to [www.nexcare.com](http://www.nexcare.com).

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### About America's Blood Centers

Founded in 1962, America's Blood Centers is North America's largest network of community-based blood programs. Recognized by the U.S. Congress for its critical work in patient care and disaster preparedness and response, the federation provides nearly half of the U.S. blood supply and operates more than 600 blood donor centers.

These blood centers serve an area with more than 180 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.

### About Florida Blood Services

Headquartered in St. Petersburg, FBS currently provides blood and blood components to patients at 84 hospitals and other ambulatory healthcare facilities in 40 Northern Florida, Southern Alabama, Southern Georgia and Tampa Bay counties. Almost 300,000 volunteer donations are needed annually.

### About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$25 billion in sales, 3M employs 79,000 people worldwide and has operations in more than 60 countries. For more information visit [www.3M.com](http://www.3M.com). *3M and Nexcare are trademarks of 3M.*

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