

LIFE

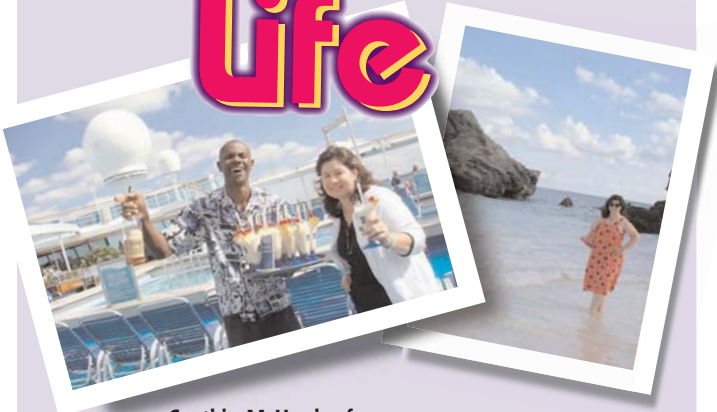
SUMMER 2008

Stream

BLOOD BANK OF DELMARVA



Summer Blood Challenge 2008 Fuel 4 Hero Life



Cynthia McHugh of Christiana Care was the 2007 Summer Blood Challenge grand prize winner of a cruise for two to Bermuda. She enjoyed seven days and six nights of fun, sightseeing, and relaxation. The 2008 SBC is under way. Employers across Delmarva are competing to win the award for top LifeSaving Employer by recruiting new Blood Bank members and donors. For more information, log on to www.delmarvablood.org.



SCREENING FOR DIABETES

FIRST OF ITS KIND TESTING AT THE BLOOD BANK

Blood Bank of Delmarva launched its new, free diabetes screening program in October. It is the first of its kind in the country and has already helped identify over 230 people at risk for the life-threatening disease during the first six months of the program. "Our diabetes screening program is identifying potential diabetics at a rate of more than one per day," said Robert L. Travis, President and CEO of Blood Bank of Delmarva.

Donors with higher than normal glucose levels receive information about diabetes and are advised to pursue medical care.

"This program is proving that blood banks can make a difference not only to blood recipients, but to donors as well," said Travis. "We are now potentially saving lives on both sides of the blood bag."

To schedule an appointment to give blood, call **1 888 8-BLOOD-8** or log on to www.delmarvablood.org/donate/ For more information about diabetes, visit www.diabetes.org.

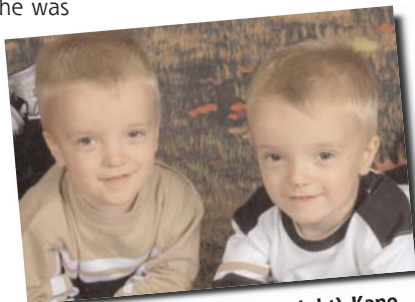


BABY NEEDS BLOOD AFTER PREMATURE BIRTH

When Alex and his twin brother, William, were born 3 months early, they each weighed under 3 pounds. Alex suffered an abruption, which means the placenta began to separate from the wall

of his mother's uterus before he was born. After birth, Alex was rushed to intensive care at Christiana Hospital and needed blood transfusions to survive. Alex was able to recover and was home by Christmas Day. Both boys are now four-years-old.

For more information, log on to www.delmarvablood.org.



Alex (left) and William (right) Kane

Richard D. Pearce elected Chair of Executive Board

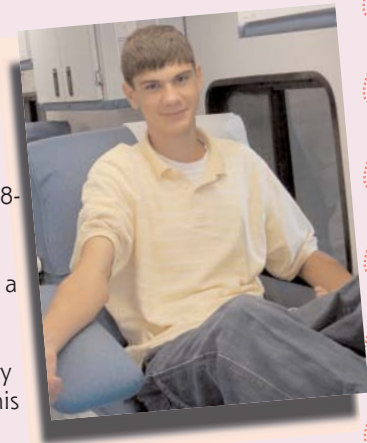
Richard D. Pearce, FSPA, CPC, has been elected Chair of Blood Bank of Delmarva's Executive Board of Directors. He is Director of Retirement Services for Standard Retirement Services, Inc., and manager of the company's Delaware office. Previously, Mr. Pearce served as Vice-President of Retirement Services for Invesmart, Inc. until that company was acquired by StanCorp Financial. Prior to joining Invesmart in November 2000, he was president of Alliance Benefit Group of Delaware, Inc., a Wilmington-based retirement plan consulting firm.



Richard D. Pearce

BLOOD USER AT 5; BLOOD DONOR AT 18

Matthew Gladding is a typical 18-year-old. The Pocomoke High School senior plays tennis, runs track and works at the YMCA as a lifeguard. Looking up at the 6-foot, 6-inch slender teen, one might never guess how a holiday gift received in 1994 changed his life forever.



It was two days after Christmas and 5-year-old Matthew was playing with a new toy and eating pretzels. After noticing a clear fluid on the table in front of him, Matthew did what kids do. He sucked up the fluid on the table.

"I remember doing it. It looked like Sprite®," he said.

That's the last thing Matthew remembers. What the little boy thought was soda was actually battery fluid that had leaked from the toy.

"The next thing I remember I was waking up in the hospital," he added.

The battery fluid had seriously burned Matthew's esophagus. He underwent several procedures to keep his esophagus open so he could breathe. By January of 1996, doctors had removed his esophagus and pulled his stomach up into his chest. Blood transfusions were an important part of his treatment.

At the time of the accident, Matthew's mother, Gail, was the girls' basketball coach at Pocomoke High School. When a student on her team heard what happened to Matthew, she arranged a blood drive at the school to raise awareness about the need for blood.

What began as a gesture of solidarity has led Pocomoke High School to be a top donor school for seven consecutive years. Matthew gave blood for the first time at the blood drive in October.

Matthew's mother, Gail, says "It is an amazing thing when young people show they care—even if they're a little scared of a needle. Our family is so grateful to the people who keep on giving because at one time our son was the one who needed blood."

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GO ON THE BLOOD BANK'S WEBSITE AND DO ALL SORTS OF THINGS!

While you can't actually donate blood from your desk, you can join the Blood Bank, verify if you are already a member, request a blood donation appointment, even get your glucose screening results—all online!

These services are all part of the revamped interactive Blood Bank website, accessible at www.delmarvablood.org. The site has a cool new look, information about events such as the Summer Blood Challenge, school blood drive results and statistics, and lots of great information about the process of blood donation, to name just a few.

Online communication has become the key to attracting and retaining the web-savvy younger blood donors (ages 17-35) who make up less than 7 percent of Blood Bank members. According to Blood Bank of Delmarva President and CEO, Bob Travis, "We need to let younger people know we are counting on them to be the next generation of blood donors, so we have to go where the young donors are, and that is most definitely 'online.'"

Want to know more? Visit the website at www.delmarvablood.org. Have any suggestions to improve our service? Click on "Contact Us" and let us know.





STUDENTS SAVING LIVES

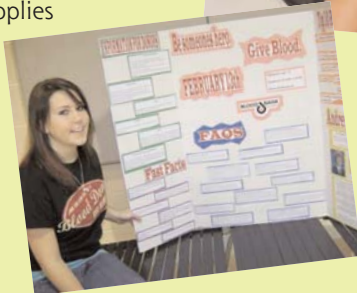
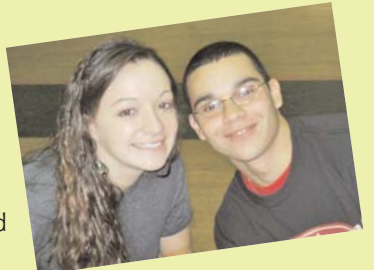
Anyone who has questions about the giving spirit of the younger generation needs to visit a school blood drive.

The School Blood Drive Program provides 8% of the blood supply on Delmarva. Over 10,000 students from 76 high

schools and colleges signed up to give blood this year at 114 drives. The program is critical for attracting younger donors to become lifelong blood donors.

Congratulations and thank you to all the schools who sponsor blood drives.

Students across Delmarva continue to demonstrate that they care about others by rolling up their sleeves to give blood. From Wilmington to Salisbury they enthusiastically helped save lives this past school year with their involvement in the school blood drive program. Student committees initiate, plan and coordinate all the details—and most importantly, they recruit the donors. On the day of the blood drive, they are on hand to help Blood Bank staff by serving refreshments, unloading the supplies and escorting the donors.





10 Years of Saving Lives in Ocean City

DOWN BY THE OCEAN IN THE MIDDLE OF THE WINTER



Ten years and counting! Hundreds of people—640 to be exact—took the time to save lives at the 10th annual Beach Blanket Blood Drive in Ocean City, MD. It was a record day! The Beach Blanket Blood Drive was established in 1999 to help secure the blood supply on Delmarva each winter, making up for missed appointments by regular donors who become ill with colds or flu, take winter

vacations, or who cannot get to a donation appointment because of inclement weather. The Town of Ocean City and the Coastal Association of REALTORS are the event sponsors.



WELCOME NEW GROUPS

Amazon.com-Delaware
Business Move Solutions Inc.
Caravel Academy
College Park Apartments
Composites USA Inc.
Delaware Adolescent Program Inc.
Delaware Claims Processing Facility
eZanga.com
Goddard School of Middletown
MTM Technologies
NBRS Retirees
North East Chamber of Commerce
Odessa Fire Company
Precision AirConvey Corporation
Selwor Ent. Inc. T/A The Goddard School-Newark
Sharptown Fire Dept. Ladies Auxiliary
Sun Marine Maintenance Inc.
Wye Mortgage Group, LLC



TWO GREAT NEW WAYS TO HELP OTHERS

MEET "ALYX" AND LEARN HOW TO GIVE MORE OF YOURSELF!

While it may sound like the name of a friendly Blood Bank employee, ALYX is not a person—rather it is a revolutionary blood component collection system that allows donors to give two units of red blood cells in a single visit. ALYX helps the Blood Bank manage the need for Type O blood—the type most often requested by hospitals for emergencies—while making donations more efficient.

In traditional blood donation, a pint of whole blood cells are manually collected from each donor. In a double red blood cell ALYX donation, donors give only red blood cells. Platelets and plasma are returned to the donor.

Currently, the Blood Bank is recruiting Type O donors. There are some specific restrictions. To make an ALYX donation, men must be at least 5'1" and weigh at least 130 pounds. Women must be at least 5'5" and weigh at least 150 pounds. The process only takes 15-20 minutes longer than a standard blood donation and can be done every 112 days.

ALYX machines are located at the Christiana and Salisbury Donor Centers.

ARE YOU TYPE AB? MALE? CONSIDER GIVING PLASMA!

Plasma donation, called plasmapheresis, provides about four times more plasma than is typically collected during a regular blood donation. Plasma is used to help treat trauma and shock, severe burns, uncontrolled bleeding and other bleeding disorders. All eligible AB (the universal plasma type) males are being asked to consider becoming plasma donors. For more information, call 1 888 8-BLOOD-8.

MEET ONE OF OUR 'CANTEEN COUPLES' ...

Jim and Jean Mundy became members of the Blood Bank 41 years ago. For much of that time, Jean was a regular blood and platelet donor. Now, she donates her time, along with her husband Jim—as a canteen volunteer at the Blood Bank's Christiana Center.



"It's such a good feeling to come here and do your share and to help spread the work about the need for blood," said Jean. "The donors are great," said Jim. "We are happy to see them and they make us feel proud to be able to personally thank them for helping others."

The Mundys keep a busy schedule in their retired years, but they'll keep coming back to the Blood Bank every Thursday "as long as the Blood Bank will have us," said Jean. They are among a dedicated group of more than 200 volunteers who regularly work at the Blood Bank facilities throughout Delmarva.

Fast Facts about the Mundys:

41	Years as Blood Bank members
5	Years they have been canteen volunteers
273	Hours they volunteered in 2007
46	Years they have been married
"Forever"	- Amount of time they will volunteer "as long as the Blood Bank will have us!"

Volunteers needed!

To learn more about becoming a Blood Bank volunteer, Call: 302-737-8405 or 1-800-533-6957 ext. 777 Email: hr@bbd.org

GABRIELLE'S STORY

At 2 months old, Gabrielle A. of Wilmington was diagnosed with a rare and often fatal liver disease.

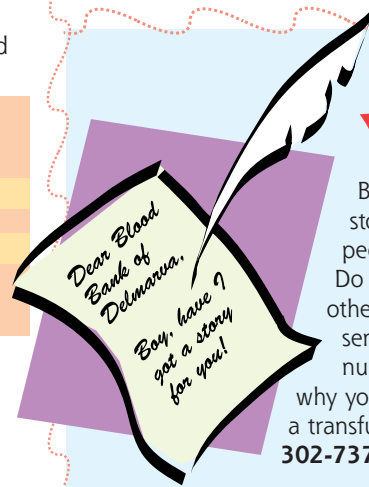
Each day, her skin and the whites of her eyes became more yellow. Her skin, because of the disease, became increasingly itchy and irritated. Gabrielle had to wait nearly a year for a liver transplant. During that time, she received numerous plasma transfusions. When Gabrielle finally received a new liver, she again needed multiple blood transfusions.



Because of local heroes—blood and organ donors—Gabrielle was able to recover from the disease and is now a healthy 18-year-old woman.

TELL US YOUR STORY!

Blood Bank of Delmarva is seeking stories from blood donors and people who have received transfusions. Do you have a story that will inspire others to give the gift of life? Please send your name, email address, phone number and a brief description of why you give blood or why you needed a transfusion to caiken@bbd.org or 302-737-8405, ext. 778.



FAITHFUL DONOR'S SURVIVAL STORY INSPIRES HIS MISSION

Robert Bruner loved motorcycles. In the last several years, however, he has found a new passion—saving lives. After a near fatal accident while riding his motorcycle, Robert was hospitalized with severe, life-threatening injuries. He needed 14 pints of blood to help him survive during his treatment. That changed the course of his life. "Blood donors saved my life. After the accident, I promised to replace everything I used and more. I felt I could make the biggest impact as a platelet donor." Last fall, Robert was inducted into the Fenwal Blood Donation Hall of Fame as the youngest Blood Bank member to reach his 200th platelet donation. Since his induction, he continues to donate every two weeks. He is now well on his way to 300. Congratulations, Robert—and thanks!

Robert Bruner is shown with his family at his Blood Donation Hall of Fame induction ceremony.



BLOOD BANK OF DELMARVA NOW "SMOKE-FREE"

Blood Bank of Delmarva is now smoke-free. The recently initiated ban extends to all locations including donor centers, vehicles, Bloodmobiles, and parking lots. As a health-related organization, the Blood Bank sees the ban as an important step toward promoting and encouraging healthy lifestyles throughout the community.



Did you know that 370 blood donors are needed every day on the Delmarva Peninsula? Please give blood.



REGIONAL BOARD HELPS SPREAD BLOOD BANK'S MESSAGE

Anise Price of Selbyville has a rare blood type. She happily gives blood for her family, friends and co-workers who are unable to donate. Now she is giving something more to the Blood Bank and the people of Delmarva—she is giving her time and talents.

"When I was invited to serve on the regional board of directors, I was proud, but I was also curious," says Price, a banker. "I am a gallon blood donor, but I know there are many people out there who have given ten times that amount. I want to help spread the word in my local community about the importance of blood donation and supporting the Blood Bank.



Bringing more awareness to the citizens of this area is something I want to do. It's a great way to get involved and the Blood Bank's reputation is exceptional."

Anise Price is one of several community leaders across Delmarva who have agreed to serve as ambassadors for the Blood Bank and its mission. They are charged with helping increase the number of members and donors in their respective geographical areas. Persons interested in taking an active role in their community blood program and in serving on a regional board may contact Howard L. Keener, Jr., Community Relations Executive at **302-737-8405, ext. 730** or **hkeener@bbd.org**.

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