



2009 Summer Blood Challenge Supported by 149 Employers on Delmarva

The annual Summer Blood Challenge did not disappoint! It never does. Despite the economy, more businesses on Delmarva and their employees supported the 7th annual Summer Blood Challenge competition this year than ever before. With the theme, "Summertime and the Giving is Easy" the Challenge proved that folks on Delmarva care about their communities.



LaShawn Grinnell of the City of Wilmington and a tearful Sharon Croft of WSFS Bank were the top prize winners of the 2009 Summer Blood Challenge. Grinnell won a \$500 VISA Gift Card from TD Bank and Croft was the grand prize winner of an Apple Dream Vacation.

The following employers and individuals were "tops" in their categories:

Christiana Care Health System
Bayhealth Medical Center, Inc.
BarclaycardUS
Blue Cross Blue Shield of Delaware
Terumo Medical Corporation
Artesian Water
United Water Delaware
Office of Senator Thomas R. Carper
Wilmington Trust Company

received the "B Positive" Award for outstanding contributions to the Blood Bank and the Summer Blood Challenge.

Two individuals tied for the most blood donations —

John David Myers
of Amtrak-Wilmington Yard
and **Wendy Felts**
of Christiana Care.

By The Numbers:
6093 Donations
1970 New Members
441 SBC 5K participants

A total of 149 employers on Delmarva competed in the Challenge, which began May 26 and concluded on September 5. The Summer Blood Challenge was designed to raise awareness of the importance of blood donations, especially during the critical summer months when fewer people give blood. For a complete list, visit www.delmarvablood.org.

Thank you to all those who took the time to give blood this summer. You are truly lifesaving heroes!



Blue Cross Blue Shield of Delaware employee, Stacey Bland, is all smiles as she gives the gift of life.

Steve Tucker, a Delmarva Power employee, had a great welcoming committee during his visit to the Blood Bank's Christiana Center.



An Automated Self-Interview

If you've donated blood in the last several months, you've met CASI (the new Computer-Assisted Self-Interview system in donor interview booths). The automated process allows you to answer pre-donation medical history questions electronically on a touch-screen computer. Donors, such as this UD student at a recent blood drive, have told us this new process makes them feel more comfortable answering the interview questions, and it reduces the risk of documentation errors.





Eric Mayer of Newark received a giant cookie to commemorate his 200th platelet donation. He is shown with Blood Bank President and CEO, Bob Travis and staff members from the Donor Services Department (l to r): Kelly Dempsey, Bobbie Sue Wheatley, Kelly Danyow, Donna Suro, and Donna Macaron.

Eric Mayer Makes 200th Platelet Donation

Eric Mayer of Newark, Delaware made his 200th platelet donation, joining an elite group of only five other local platelet donors who have hit the 200 mark.

"I remember the first time I told my mom I was coming in to give platelets about 15 years ago," Mayer said. "She got the biggest smile on her face and told me how proud she was. I've been donating platelets twice a month ever since. I consider the Blood Bank my happy place."

BLOOD BANK "TECH NEWS"

New Eligibility Calendar on website

Have you ever wondered when you might be eligible to give blood again? The Blood Bank has a new donor eligibility calendar on our website at

http://www.delmarvablood.org/donor_requirements2.html

Dates change every day, so whether you donate whole blood, platelets, plasma, or double red cells, you'll be able to learn in an instant the next date you are eligible.



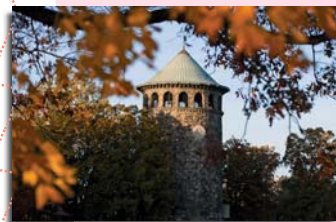
Blood Bank of Delmarva is now on Facebook!

Become a Fan of the Blood Bank on its new Facebook page! Find photos, videos, discussion boards, and other features. Feel free to post comments and participate in Facebook "discussions." Go to the Blood Bank's website at www.delmarvablood.org and click on the Facebook link on the upper right. You can also click on the Blood Bank's direct link:

www.facebook.com/delmarvabloodbank.

Mayor helps promote blood donation

Wilmington Mayor James Baker recently hosted a summit on the local blood supply with CEOs and top managers from businesses in the greater Wilmington area. The mayor has encouraged city employees to join and support the Blood Bank and to donate blood at the new Wilmington Donor Center.



One of the highlights of the center are numerous giant photo murals by noted photographer, Kevin Fleming. For more information on the center, visit www.delmarvablood.org.

Welcome New Groups

Bayada Nurses - Newark
BCD Direct Mail Services
Benchworks Inc.
Brian & Jim's Automotive Service Inc.
Celeste Contract Packaging LLC
Corsica Hills Center
Delaware Diamond Knives Inc.

Doctor's Pathology Services
Douglas J. Lavenburg MD PA
East Sussex Moose Lodge
Elkton - Liqui Box
Healthcare Services Group, Inc.
Moon Nurseries Inc.
Onix Group/Acadia

Salisbury Elks #817
Somerset House/Place
State of MD - Developmental Disabilities Administration
United Parcel Service - Christiana
UPS Freight Elk 046 Terminal
UPS SCS Healthcare
Ziggy's Inc.



Ashlynn has Diamond Blackfan Anemia and has needed regular blood transfusions.

Blood Donors Help Keep a Salisbury Toddler Alive

When one-year-old Ashlynn Bruce of Salisbury, MD was born, she had a very low red blood cell count. She experienced congestive heart failure and needed emergency blood transfusions to help keep her alive.

"My heart fell. It was the worst moment ever! My precious baby girl was going through this and, for awhile, I wasn't sure if she was going to make it," Ashlynn's mom, Patricia, said. "I went in to see her and tell her how much I loved her."

Blood transfusions saved her life then and they continue to keep her alive now. Doctors have diagnosed Ashlynn with Diamond Blackfan Anemia (DBA), a condition where her body does not make red blood cells. She now relies on blood transfusions every three weeks. Thanks to blood donors, Ashlynn will continue to fight.

Celebrating



Students Saving Lives since 1984



In 1984, two high schools in New Castle County were the pioneers. They hosted blood drives at their schools and their students enthusiastically turned out to give blood for the first time. During the 2008-2009 school year, 67 high schools and nine colleges hosted 115 blood drives with over 11,000 students participating. This year marks the 25th anniversary of the School Blood Drive Program. Thank you to the pioneers and thank you to those students who give blood this year!



Students plan, organize, and recruit donors and help on the day of the blood drive.



119 school blood drives



6909 blood donations in 2008-2009

The school Blood Drive Program provides 8% of the blood supply on Delmarva.



75 high schools and colleges across Delmarva



More than 11,000 participants



student blood donors are the future.



6909 blood donations this year



In 1984, the first year of the program, there were 140 donations and just two schools.



Thank You!

Celebrating 25 Years

Students Saving Lives since 1984



Student Returns the Favor

Chris Ashton, a graduate of Salesianum School in Wilmington, is now a freshman at West Chester University.

When Chris Ashton was less than a year old, doctors discovered a hole in the lower chamber of his heart. During surgery, Chris was pale white and non-responsive, and without blood transfusions, he would not have survived.

Chris received two pints of blood and within an hour, he

was pink again and his eyes were focused. The surgery was a success.

That was in 1991. Today, Chris is a recent graduate of Salesianum School in Wilmington and was finally old enough to give back to the cause that saved his life. He gave blood at his high school blood drive.

"I'm alive today because of the generosity of blood donors," Chris said. "I've been waiting anxiously for the day when I could return the favor — and now that day has come."



Chris Ashton donated for the first time at the Salesianum blood drive before he graduated. He plans to continue in college.



Girl Scouts brought some of their famous cookies to the Blood Bank's Donor Center in Salisbury for folks to enjoy after giving blood. Thank you!

Girl Scouts Donate 600 Boxes of Cookies to Blood Bank Canteens

It's no secret that blood donors love the canteen cookies. The cookie selection at the Blood Bank got a little sweeter last spring with the Girl Scouts of the Chesapeake Bay's donation of 840 boxes of cookies. Blood Bank of Delmarva was chosen as a recipient of this donation through an annual campaign called "Operation Taste of Home." It allows the

public to buy Girl Scout cookies that will be sent to military troops around the world and to lifesaving organizations on Delmarva. The cookies were served to donors at all Blood Bank locations after their blood donation.



Diabetes Testing Update

The Blood Bank's diabetes screening program has provided important, potentially lifesaving information for donors. As of September 1, 2009, 97,299 blood donors have been screened. Of that number, 741 were found to have glucose levels of more than 200. Donors with that result are urged to contact their physicians for further testing and evaluation. Of the 741 with elevated levels, 55 individuals had dangerous levels greater than 400.

The diabetes screening program is the first of its kind in the nation. It was launched in October 2007 and is offered to all donors at no cost.

Do You Have a Story to Tell?

Have you or someone you know needed a blood transfusion to survive? Or do you donate blood for a special reason? We'd love to hear your story. Contact Carrie Aiken at caiken@bbd.org or 302-737-8405 ext. 778.

Building Updates

Construction moving along on new Christiana Donor Center.



Blood donors, volunteers, and staff were invited to sign the last steel beam recently placed on the structure for the new donor room. Over 800 people were a part of history and left their mark!



Architectural sketches for the new and improved Christiana Donor Center are coming to life! Work continues at a swift pace.



The new donor room is expected to be finished by Spring 2010, with the entire project wrapping up by early 2011.

LifeStream is a publication of Blood Bank of Delmarva • 100 Hygeia Drive • Newark, DE 19713-2085 • Telephone 302-737-8400 • **1-888-8-BLOOD-8**
www.delmarvablood.org • Mary G. Konwinski, Editor • Additional copies are available upon request.

Return Service Requested

NONPROFIT
 U.S. POSTAGE
PAID
 PROVIDE

100 Hygeia Drive • Newark, DE 19713-2085

