

THE

Group

San Diego  **Blood Bank**
make a difference *in life.*

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difference

NEWSLETTER

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Guests will enjoy viewing hundreds of spectacular and exotic sea creatures in the World of the Sea Aquarium at SeaWorld where this March's coordinator appreciation event will be held.

**The Life Level Four Coordinator
Appreciation Event Will Take Place on
Thursday, March 25, 2010**

This year's Life Level Four Coordinator Appreciation event will be held at SeaWorld on Thursday evening, March 25, from 6:30pm to 10pm.

To be invited to this event, coordinators must host four or more blood drives in a calendar year. Those members who achieved their annual lifesaving collection goal will be recognized with a Group Difference Crystal Award.

To start the evening, guests will be able to observe a wondrous array of tidepool life while enjoying cocktails and light hors d'oeuvres followed by a delicious dinner in the World of the Sea Aquarium. The evening will culminate with an awards ceremony and viewing of San Diego Blood Bank's 2010 commercial spots featuring some LL4 Group Difference stars!

If you qualify to attend this event you should have already received your invitation via email. If you have questions you can call 619-400-8214.

New Patients and Group Difference Organizations Featured in San Diego Blood Bank 2010 'Now It's Your Turn' Commercials

You may have noticed that some new San Diego Blood Bank commercials hit the TV and radio airwaves January 1, 2010. Four patients – Aidan, Wilson, Kelsey and Kennedy are being featured in these commercials throughout the year.

In addition, twelve organizations that have held four or more blood drives in a calendar year and met or exceeded their goal were randomly selected to get their moment in the spotlight! An executive from each group along with about 20 employees were videotaped on site

for TV spots that will air throughout the year as well.

They are: Aurora Behavioral Healthcare, San Diego; Lighthouse Christian Fellowship, Chula Vista; Salk Institute, San Diego; Steele Canyon High School, Spring Valley; Southern California Edison – San Onofre Nuclear Power Plant; City of Poway; U.S. Coast Guard, Sector San Diego; Cobham Sensor Systems, Kearny Mesa; Cal Western School of Law, San Diego; Pepsi Bottling Company, Kearny Mesa; Alpine Community Services Group and Callaway Golf, Carlsbad.



Dr. Bryan Liang and staff at California Western School of Law took part in a commercial featuring organizations that held blood drives four or more times in a year.



The U.S. Coast Guard Sector San Diego was part of a commercial asking others to organize their groups to hold regular blood drives.



Mike Ritter, a math teacher and champion of many blood drives at Steele Canyon High School in Spring Valley, will encourage other organizations to hold blood drives in a commercial that is scheduled to air beginning in April 2010. Mike is pictured here during the videotaping of the commercial, in front of the high school.



17-year-old Kelsey Loo, a leukemia survivor and friend of the San Diego Blood Bank, is featured in this year's commercials for San Diego Blood Bank. Kelsey is a junior at Carlsbad High School.

Kelsey would like to be a veterinarian or animal trainer when she is older, so the commercials were shot at Helen Woodward Animal Center in Rancho Santa Fe. Kelsey is holding Teddy Bear, one of the shelter puppies waiting for adoption.

Making the Group Difference!



Teri and Jim Bishop look on, as their son Anthony receives his Eagle Scout honors! Anthony became an Eagle Scout last year, and organized a blood drive in Ramona as one of his projects toward reaching that goal. Anthony was 18 at the time, and a member of Scout Troop 631 in Ramona. Anthony is a special needs young man, making his accomplishment all the more impressive! The blood drive he organized collected 79 units. Our congratulations and thanks to Anthony for his hard work and dedication.

San Diego Blood Bank Ships Blood to Haiti

The San Diego Blood Bank shipped 25 pints of blood to Haiti on February 8, as part of a national effort to assist the medical teams that are treating the victims of the devastating earthquake there. Future shipments are planned as needed in the coming weeks.

Type O positive and O negative are the main blood types that are needed right now in Haiti. O negative is the universal donor and most Haitians have type O blood.

The Blood Bank worked in coordination with the American Association of Blood Bank's Interorganizational Task Force on Domestic Disasters and Acts of Terrorism in making the shipment.



Make a Difference by Hosting a Drive on a Critical Date!

The San Diego Blood Bank must collect at least 400 pints of blood nearly every single day of the year in order to meet the needs of area hospital patients. This is especially challenging over the holidays, when schools and businesses are closed and people are vacationing.

Unfortunately, the need for blood doesn't stop over the holidays; it actually increases. That's why we're asking you, our loyal blood drive coordinators, to consider hosting an additional blood drive this year on one of the Critical Dates listed below.

If you are interested in scheduling a drive on one of these dates, simply click on the link below and send a brief email to our Director of Donor Recruitment.

Coordinators who host drives on Critical Dates will not only help save the lives of countless hospital patients who will be spending their holidays in the hospital, they'll also earn bonus points for every pint collected that can be redeemed at the Group Difference Store.

Attention Facebook Friends!

The San Diego Blood Bank now has its own Facebook page and is quickly "making friends" with people all over the county...and country! If you are already on Facebook, just look for us by searching San Diego Blood Bank, and join in the conversation. If you'd like to get on Facebook, but don't know how, ***click here*** sandiegbloodbank.org and click the Facebook icon on the right column of the page or call our Manager for Marketing and New Media, Eileen Brennan at 619-400-8283, and she'll show you how.



Critical Dates:

Sunday, April 4, 2010

Sunday & Monday, May 30, 31 2010

Friday-Monday, July 2-July 5, 2010

Friday-Monday, September 3-September 6, 2010

Thursday-Friday, December 23-December 31, 2010

If you would like to book a drive for
any of these dates ***click here.***

Harrah's Rincon Casino and Resort Wins First Casino Challenge

The San Diego Blood Bank presented Harrah's Rincon Casino & Resort the inaugural trophy as the winner of the first "Casino Challenge."

The "Casino Challenge" was planned by leaders from Harrah's Rincon Casino & Resort, Pala Casino Spa Resort, Casino Pauma, and Valley View Casino. The groups joined forces for a little friendly competition among neighbors to see who could collect the most blood for the San Diego Blood Bank in December and January. These four rival casinos were out for blood in a challenge that collected 403 pints for the San Diego Blood Bank.

Accepting the award on behalf of Harrah's Rincon were Tribal Chairman Bo Mazzetti and Vice President and Assistant General Manager Robert Livingston at Harrah's Rincon Casino & Resort.

"This is a challenging time of year for donations to the blood bank, and it is heartwarming to think about the need that our industry is filling in the community," said Livingston.

Local Company Symitar Goes the Extra Mile to Support the San Diego Blood Bank

Symitar has long been a participating company in our Life Level Four Blood Donation Program, but now they have added financial donations to their support as well!



Employees of Symitar enjoy Taco Tuesday where they collected money for the San Diego Blood Bank.

The company holds monthly "Taco Tuesdays" to benefit various non-profits. At the monthly event, employees buy tacos for lunch and the money collected, along with the dollars they put into a donation bucket, goes to a chosen group. Their most recent "Taco Tuesday" was organized to benefit the San Diego Blood Bank and raised \$414 towards our efforts to buy new bloodmobiles! Thank you Symitar for being both a blood and financial donor!



Casino Challenge participants (l-r) Abby Anway of Valley View Casino, Tracy Le Duff of Casino Pauma, Tribal Chairman Bo Mazzetti and Rob Livingston of Harrah's Rincon Casino, and Angela Vevoda and Jean McKusick of Pala Casino Spa Resort.