



A Not-For-Profit
Community-Supported
Blood Bank

08/31/2005

Julie Platt: communityrelations@scbb.org
941.954.1600 ext. 272

NEWS RELEASE

Blood Bank Responds to Hurricane Katrina Aftermath

NR#05-21

Suncoast Communities Blood Bank (SCBB) extends its concern and compassion to citizens of the communities devastated by Hurricane Katrina and to fellow blood banks in the Gulf Coast areas who have suffered losses and hardships beyond comprehension. SCBB stands ready to help fellow blood banks in Louisiana, Mississippi, Alabama, and other devastated areas by offering blood products through a national resource sharing network when supplies are asked for. At this time the largest need is for direct financial assistance through recognized charities that are coordinating relief efforts. Our priority goal is to meet the needs of our local community and to assist people in need of blood components elsewhere as resources can be extended.

"Although the current blood needs in the affected areas are adequate for now, blood donors and blood products are going to be needed more so in the coming weeks in those hard hit areas," said Dr. Mark J. Magenheim, CEO and Medical Director of Suncoast Communities Blood Bank. "Calls from the public expressing interest in donating blood for hurricane relief efforts are truly appreciated. This willing spirit on the part of our community is going to become more critical in coming weeks. We encourage anyone interested in donating blood to make an appointment by calling toll free at 866-954-1600 extension 240 or by visiting www.scbb.org. At this time, an appointment is preferred rather than walking in to our main locations."

Locally, it is imperative for the blood bank to have an adequate supply of blood ready when needed at all times, especially during Hurricane season. If the area were to be impacted again by a major hurricane such as Charley or

one similar to Katrina, the blood bank will have no means to collect blood during or after the storm. All types of blood are needed at all times because red whole blood cells must be used within 42 days and platelets within 5 days. There is no artificial substitute for human blood and the only way to keep the community in supply of this life-saving substance during hurricane season and all year, is through the efforts of volunteer blood donors. SCBB is the only supplier of blood products to Sarasota Memorial Hospital, Doctors Hospital and DeSoto Memorial Hospital and has served the Sarasota, Charlotte and DeSoto Counties for more than 56 years. One blood donation can help save up to three lives!

1760 Mound Street
Sarasota, FL 34236-7761

1097 N. Tamiami Trail
Nokomis, FL 34275-2163

710 N. Brevard Avenue
Arcadia, FL 34266-8778

941.954.1600 ext. 272
communityrelations@scbb.org
www.scbb.org