

**FOR IMMEDIATE RELEASE**

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## **Blood Supplies Return to Satisfactory Levels Media and Community action make a difference**

**Sarasota-** Today, Suncoast Communities Blood Bank reports that the supply of blood types A negative and O negative are back to a satisfactory level. The increase is attributed to the media alerting the public and the public's response to the critical blood shortage.

"In just four days, 600 blood donors responded to the request for help. We are grateful for the outpouring of community support," says Dr. Mark J. Magenheim, CEO and Medical Director. "All surgical and therapeutic needs at our hospitals were met."

Blood shortages consistently occur in the month of March. Despite SCBB's best efforts to proactively prevent a shortage, a serious situation unfolded last week when the laboratory reported insufficient blood product to accommodate scheduled surgeries, therapeutic demand and unanticipated emergencies.

"In the years I've worked with SCBB I have never seen our O negative and A negative blood supplies this low. In order to guarantee blood for several surgeries, we relied on the assistance of other blood centers and hospitals to send us blood products," says Chris Flood, Director of SCBB's Transfusion Laboratory. "We received 135 blood products. It's highly unusual for our operations to rely on this degree of outside assistance."

With the support of businesses and organizations, three additional blood drives were scheduled throughout the weekend, which also helped to boost supplies. Upon hearing about the need Westfield Sarasota Square immediately contacted SCBB to host a blood drive.

"Westfield Sarasota Square has a lot of patrons on the weekend and plenty of space to host a bloodmobile. We thought it would be a convenient place for people to donate while out shopping," says Todd Beckwith, Marketing Director for Westfield Sarasota. "Westfield wanted to do its part to support this critical need of the community."

### **About SCBB**

For 60 years, Suncoast Communities Blood Bank (SCBB) has been saving lives by providing blood collection and transfusion services to our community. Much has changed in medicine since 1949, revolutionizing how we save lives. What remains the same is the need for human blood. There is no viable substitute for the selfless act of donating it. Now as then, we can't operate without you

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