



A Not-For-Profit  
Community-Supported  
Blood Bank

05/05/2005

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## NEWS RELEASE

Blood Bank To Receive New Bloodmobile  
NR#05-05

Suncoast Communities Blood Bank (SCBB) is pleased to announce the addition of a new bloodmobile to its fleet of mobile donor services. SCBB will receive the new bloodmobile and celebrate its arrival on Monday, May 9, 2005 between the hours of 10:00 a.m. to Noon at 1760 Mound Street in Sarasota. The public is invited, with refreshments to follow.

The bloodmobile is a 40 foot 2005 Blue Bird model 5600 designed to provide comfort to volunteer blood donors during the donation process. It is equipped with five donor beds, two medical screening rooms, front entry design, 18 foot awning with table, chairs and outside TV donor waiting area, inside TV, reception area, donor canteen area and other comfort amenities for donor support. The new bloodmobile is custom designed by L & S Custom Coaches, Inc. located in Hudson, Florida. SCBB is thankful for the grant from the William G. Selby & Marie Selby Foundation for its outright gift of \$83,000 to cover half of the cost of the new bloodmobile. The new bloodmobile will also have space available for advertising opportunities. This is the latest bloodmobile to be added to the fleet since 1997.

"This addition to our local Blood Bank "family" enables SCBB to continue at the forefront of quality donor support and technology," said Dr. Mark J. Magenheimer, M.D., M.P.H., CEO and Medical Director of SCBB. "We are grateful for the generous support of the William G. Selby & Marie Selby Foundation in recognizing the unique life-saving role that our local Blood Bank contributes in our communities. We encourage everyone to join in our "name-the-bloodmobile" contest this summer and to attend the official "O" Party on August 11<sup>th</sup>, when the winning name will be announced."

Red blood cells are the most common component of blood that is often in short supply. To increase the supply of red blood cells, the new bloodmobile is equipped with a feature that is already in use at the main Blood Bank locations. This technology is designed by Haemonetics Corporation and is called automated blood donation or "apheresis". Automated blood donation allows a person to safely donate two units of red blood cells in one visit rather than through multiple visits. This system is more efficient than a traditional, manual blood collection.

Suncoast Communities Blood Bank benefits from using Haemonetics technology because it doubles the number of units of red blood cells that can be collected and is adaptable to mobile collection. Higher blood collection means more benefit to the community and donors benefit from the procedure because it enables them to provide more blood for others less often and more conveniently. They also find the smaller needle used in the donation is more comfortable. Additionally, donors receive saline throughout the donation process which provides important hydration that has been shown to eliminate common post-donation discomfort. A representative from the Haemonetics Corporation will be available during the event on May 9<sup>th</sup> to answer questions about automated blood donation technology.

For more information about Suncoast Communities Blood Bank, the "O" Party and the bloodmobile naming event on August 11<sup>th</sup>, how to make a blood donation, or where to donate, visit [www.scbb.org](http://www.scbb.org) or call 941-954-1600 extension 240. One blood donation can help save up to three lives!

The media is encouraged to attend this event.

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