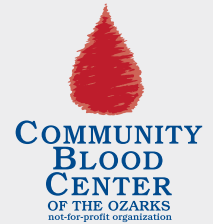




universal donor DIGEST



Celebrating the lifesaving potential of type O negative blood donors

June - July 2014

Summertime and the giving is easy!

Many people consider summer the best season of them all. Outdoor activities take over our lives. Maybe your passion involves gardening. Maybe your hot-weather expertise includes a master's touch with the grill. Vacations, boating, camping and ballgames take up much of our free time. When you spend so much time planning what you're going to do with your free time, sometimes the things you need to do get pushed back.



Giving blood, unfortunately, is one of those things.

As a Universal Donor, you know about the incredible healing power and versatility of your type O negative blood. But as summertime activities beckon, we'd like you to take a moment or two to plan your lifesaving path. As U-donors, a summertime commitment to give represents an ultimate gift of love. It will make your summer a little more special.

You'll quickly gather LifePoints rewards

U-Donors have many opportunities to gather up bonus LifePoints at certain times this summer.. There are lots of promotional opportunities yet to come. Check page two of this edition of the U-Donor Digest to find out about the fun!

Make the commitment to give

CBCO recommends that type O Negative blood donors give a total of two donations during the summer months of June and August. You may give once every 56 days, so plan accordingly. If you are near a donor center in Springfield or Springdale, or at a drive that offers double red cell donations, you can save time by giving your two lifesaving red cell donations in just one visit.

"Thanks for letting me be a mommy"

Ten minutes after the delivery of her first child, Khrista Collins began to bleed internally. Almost instantly, her blood pressure bottomed out and doctors began transfusing blood products two bags at a time. In a 14-hour period that began less than an hour after the birth of her daughter, Khrista was given 28 transfusions of blood.

"Knowing that I got so much, I'm just so thankful that the blood was available when I needed it. It's pretty humbling to know that people donate that blood and, because they did, I'm alive."



Salute a Veteran blood drive honors soldiers, saves lives

Event happens June 16 through July 6 at all CBCO drives in region

For almost two decades, blood donors have enjoyed applying a dual meaning to their donation with their participation in the Salute a Veteran Blood Drive. Again this year, you're invited to dedicate your donation to a current or former U.S. Armed Forces member.



- ◆ Bring the address of a soldier you want to honor with you to the blood drive.
- ◆ Fill out a dedication card, including a personal message if you like.
- ◆ CBCO will provide the card and postage.
- ◆ If you don't have the address of your dedication, you may take a card home to mail at a later date.

Universal Donors are so valuable that during World War II, O-negative blood was on a plane from the U.S. to the frontlines within hours of being donated. Donors to CBCO support the military today by providing their blood to patients at U.S. Army Medical Centers and area Veteran's Administration Hospitals.

More events coming this summer - Mark your calendars!



- ◆ **Holiday Heroes final sign-up week - June 30 - July 3**
Give three times during critical holiday weeks and get a free t-shirt and bonus LifePoints!



- ◆ **Bonus LifePoints days - June 16 - July 3**
Donors receive a 50% bonus on LifePoints!



- ◆ **7th Annual Bleed Blue Thursday Blood Drive - July 17 (Arkansas centers only)**
Save lives and get a free T-shirt, ballpark food and game tickets for the NW Arkansas Naturals!



- ◆ **10th Annual Bleed Red Blood Drive - July 21 & 22 (Springfield Campbell center only)**
Join CBCO and the Springfield Cardinals as we celebrate saving lives! Free T-shirt, Hardee's food and Cards tickets for all participants!

For more information on these events, go to www.cbco.org.

U-Donors get "Social"

Become a fan of saving lives by partnering with us on social media. Follow us here:

- ◆ Facebook.com/OzarksBlood
- ◆ Twitter.com/OzarksBlood
- ◆ YouTube.com/OzarksBlood



By the numbers

38 The number of hospitals served by CBCO donors.

Number of whole blood donations that equal a gallon of blood given!

8

Every five minutes, an area hospital patient receives another lifesaving transfusion!

5