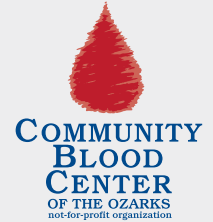




# universal donor DIGEST



Celebrating the lifesaving potential of type O negative blood donors

February 2016

## Maximize your O Negative blood donations

All blood types have the power to save lives, but your O Negative red blood cells can be transfused to any patient, no matter the patient's blood type. For this reason, it is used in emergencies, when there is no time to determine the victim's blood type. Only 7% of the population has O- blood, yet it is the blood type in the highest demand.

When you hear about car or motorcycle crashes on the news, there's a pretty good chance that our Universal Donors helped the victims. We often get calls to deliver more O Negative to the hospital when something has occurred.



Click on the image above to see a 2-minute video created by our friends at OneBlood, and then pop over to [THIS Facebook post](#) to tell us what being a Universal Donor means to you.

## "Thank you" from one of our tiny recipients

Within the first four months of his life, Mack Hilzer had received 28 blood transfusions. Half of them were from CBCO donors – our O Negative, CMV Negative group known as Baby Quad Donors.

Mack wasn't able to make his own red blood cells due to Rh Disease. Mack's blood type is Rh-positive, while his mother's blood is RH-negative. With this combination, there is a risk of the mother's blood seeing the baby as foreign to her system and attacking the child. In Mack's situation, he was very ill and was delivered 13 weeks early at 2 lbs. 2 oz.

Things were touch-and-go for a while, with Mack receiving frequent transfusions. He has not had a transfusion since October 2015.

"I wish I could shake their hands and give them a big hug," Tiffany LaRose says of the donors who helped her child. For more of Mack's story, click [HERE](#).



## Save the Date! October 7, 2016

To show you how much we appreciate you, U-donors who make 4 donations within CBCO's fiscal year (July 1, 2015 – June 30, 2016) will be invited to a new event. We will hold a dinner for U-donors Friday, October 7, 2016. Invitations will be mailed prior to the event to those who qualify.

Wondering if you're on track to be invited? Log in to your account on our donor portal by clicking [HERE](#), or call 417-227-5006 for assistance.



# Old-fashioned word-of-mouth, with a twist

You already tell your friends about the great movie you saw, what's for dinner, or all about your weekend plans via social media, right? Then tell your friends that you're proud to be a Lifesaver, as well.

Click on these icons to go straight to our pages and follow us! You'll stay up-to-date on what's going on at CBCO, learn about our promotions, and see our newsletters as soon as they are published.

Plus you'll be the first to know if our needs hit a critical level, as just happened recently with winter weather causing fewer donations to come in. We'd love to see you share our posts to help get the word out. See you online!



## UPCOMING EVENTS

Watch our website and social media for more information as the dates grow closer for these promotions.

Holiday Heroes Sign Up (donor centers only)  
50% Bonus LifePoints  
Friday, May 27 or  
Wednesday, June 29 through Friday, July 1



50% Bonus LifePoints for all donors  
Friday, May 27 & Saturday, May 28

Memorial Day  
All mobile blood drives and donor centers closed.  
Monday, May 30



Salute A Veteran  
(all mobile blood drives and donor centers)  
50% Bonus LifePoints  
Monday, June 13 through Saturday, July 2

Independence Day  
Monday, July 4  
All mobile blood drives and donor centers closed.



Bleed Blue with Northwest Arkansas Nationals  
(Arkansas donor centers only)  
Tuesday, June 7  
Free T-shirt, game tickets, and more!



Bleed Red with Springfield Cardinals  
(Thomson Donor Center only)  
Monday, July 11 and Tuesday, July 12  
Free T-shirt, game tickets, and more!

## Birthday Giving by Baby Quad Donor



Baby Quad donor Cassie Herbert celebrated her December 22, 2015, birthday by making her 61st donation at CBCO. She even set up a Facebook event page and encouraged friends to donate at their local blood centers.

"The greatest gift of all is the gift of life," Cassie said. "Throughout the year, I take time to donate my blood, my O negative Baby Quad blood. Years ago, I started my own personal tradition, which is donating blood on my birthday."

If you mention us on Facebook or other social media, please be sure to tag us so we will see it and share it to help spread the word. We're @OzarksBlood on Facebook, Twitter, Instagram, Pinterest, and YouTube.

Thank you, Cassie, for being a devoted Baby Quad donor!

Baby Quad donors rock

Only 7% of people are O Neg

### Happy Valentine's Day

At CBCO we <3 our donors

Blood Donors Save Lives