



**FOR IMMEDIATE RELEASE:**

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**Urgent Need for Blood and Platelet Donors**

*Winter Season causing increased call for donors*

**Newark, DE** –Blood Bank of Delmarva is issuing an urgent call for blood donors, asking those who are able to schedule an appointment to please do so soon.

“The Winter Season is challenging for blood centers across the country, as many scheduled donors cancel their appointments and we find ourselves in critical need of blood to serve our hospitals and their patients. The need for O Negative blood, the universal blood type, is most urgent although all blood types are needed at this time of year” said Michael Waite, Director of Marketing and Community Relations for Blood Bank of Delmarva. “Additionally, we’re urging Platelet donors to come in soon and those who have appointments to please keep them. Platelets only have a shelf life of five days, so it is essential that we maintain an adequate supply through these challenging winter months,” said Waite.

Blood Bank of Delmarva has five permanent donor centers in Christiana, Wilmington, Dover, Chadds Ford, PA and Salisbury, MD.

Appointments are encouraged, but walk-in donors are welcome. To schedule an appointment, please visit [www.DelmarvaBlood.org](http://www.DelmarvaBlood.org) or call 1 888 8-BLOOD-8. You can also schedule via the Blood Bank’s free mobile app.

**About Blood Bank of Delmarva**

The Blood Bank of Delmarva (BBD) is a not-for-profit 501(c) (3) community service organization which provides blood transfusion products and services for hospitals within the Delmarva region which includes Delaware as well as Maryland. For over 60 years, Blood Bank of Delmarva has ensured a safe and continuous supply of blood to meet the needs of over 20,000 patients annually. In addition to blood provisioning, BBD operates a full service regional laboratory providing donor testing and patient reference laboratory services for other blood collection centers and hospitals.

BBD is FDA licensed, a member of America's Blood Centers, and accredited by AABB.

For more information about the Blood Bank, visit [www.DelmarvaBlood.org](http://www.DelmarvaBlood.org) or call 1-888-8-BLOOD-8.