



# Coastal Bend Blood Center

209 North Padre Island Drive Corpus Christi, Texas 78406

**FOR IMMEDIATE RELEASE**

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**PR-0142**

**AMERICA’S BLOOD CENTERS AND NEXCARE™ BRAND HONOR  
WORLD BLOOD DONOR DAY WITH 3<sup>RD</sup> ANNUAL NEXCARE *give* PROGRAM**  
*Nationwide Initiative That Encourages Blood Donation This Summer  
Comes to Life across the Coastal Bend through Local Blood Center*

**CORPUS CHRISTI, TEXAS**, June 14, 2011—Many Americans may consider giving blood to be an important act of community service, however, less than 10 percent of those who can give actually donate on an annual basis. To help bridge this gap, Nexcare™ Brand, in partnership with America’s Blood Centers, announces the third annual Nexcare™ *give* program. A nationwide initiative to raise awareness and inspire action in the need for blood donation, the Nexcare™ *give* program shines a light on World Blood Donor Day (June 14) to thank those who give and encourages others to get involved, with participation in our area by the **Coastal Bend Blood Center**.

With the support of hundreds of participating blood centers, including the **Coastal Bend Blood Center**, the Nexcare *give* program inspires people in America with a message of hope, and helps to spread the word by distributing limited-edition Nexcare Bandages marked with the word “*give*” beginning on World Blood Donor Day and throughout the week of June 14-19, 2011. These Nexcare *give* Bandages serve as a badge of honor for blood donors and a symbol of the cause.

Featuring a new theme for 2011, blood donors may choose between one of five fashion bandages inspired by the latest runway trends and featuring the vibrant designs of chevron, plaid, gingham, zebra, and “classic.” The fashionable bandage collection aims to demonstrate to current and potential donors that *helping to save a life is always in style*.



Residents of Corpus Christi and surrounding communities are encouraged to help the Coastal Bend Blood Center celebrate World Blood Donor Day and receive a free Nexcare *give* Bandage by visiting their local center at:

**Coastal Bend Blood Center  
209 N. Padre Island Drive  
Corpus Christi, Texas**

You may also visit the center's website at [www.coastalbendbloodcenter.org](http://www.coastalbendbloodcenter.org) to view their online calendar and find a mobile blood drive near you.

"We're proud to continue this partnership with the Nexcare *give* program, which we feel represents an important opportunity to encourage blood donations," said Erin Survant, Director of Donor Development for the Coastal Bend Blood Center. "Now in our third year, the goal is to spread the program's message even further with an eye-catching collection of bandages that we hope will inspire people to share the message and encourage others to get involved."

World Blood Donor Day and the Nexcare *give* program come at an important time each year. During the summer months, the nation's blood supply comes under strain due to fewer donations because of increased vacation schedules and other seasonal distractions. The Nexcare *give* program provides a compelling way to raise awareness of this need, and encourage the community to join in making a difference and helping to save lives.

The 2011 Nexcare *give* program kicks-off on Tuesday, June 14<sup>th</sup> with World Blood Donor Day, and throughout that week, the Coastal Bend Blood Center will distribute limited-edition Nexcare *give* Bandages. To learn more, receive more information or to request additional bandages at no cost, visit [www.nexcaregive.com](http://www.nexcaregive.com).

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**About Coastal Bend Blood Center:**

The Coastal Bend Blood Center is an independent non-profit community-based blood center, accredited by the AABB and licensed by the Food and Drug Administration. The Blood Center is one of 76 members of America's Blood Centers, the largest provider of blood products and services in North America. The Coastal Bend Blood Center provides blood for patients at 13 medical facilities in 10 Coastal Bend counties.

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