



news release

Tuesday 20th October, 2009

Edinburgh Football Clubs Come Together to Support Drive for New Blood Donors

CONTACTS:

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Photocall: ***Hibernian Captain Chris Hogg and Heart of Midlothian Vice-Captain Marius Zaliukas for interview, 2:30pm (2:15pm for photographs) on Tuesday 20th October. Blood Donor Centre, 41 Lauriston Place, Edinburgh, EH3 9HB.***

BODY TEXT:

Hibernian and Heart of Midlothian Football Clubs have come together today to urge their fans to support the Scottish National Blood Transfusion Service (SNBTS). Hibs Captain Chris Hogg and Hearts Vice-Captain Marius Zaliukas will visit the Edinburgh Blood Donor Centre to highlight the need for more new blood donors.

Their support is particularly welcome at this time as traditionally bloodstocks can drop by up to 20% over the October school holiday period.

Vincent Mooney, Edinburgh Donor Services Manager, SNBTS, commented, "We are delighted to welcome along Chris and Marius and would like to thank Hibs and Hearts for helping us to highlight the constant need for new blood donors. To those who have always thought about becoming a blood donor, but have never got round to it, please roll up your sleeves and help us keep on top of the increasing need for blood donors."

Marius Zaliukas said: "I would strongly encourage all fans to donate blood. There is an urgent need for new donors here because although everyone can receive blood, only 5% of the population donate. Hopefully by helping promote the Scottish National Blood Transfusion Service, we can persuade supporters to give blood and help make a huge difference to people's lives."

Chris Hogg says, "It's important that all football fans come forward and help the Service at this time and I would add my encouragement to them to come along and give blood. We just want to try and help highlight the need for new donors today and if we can do that, maybe it will help save or improve someone's life."

Give blood at least once a year and help us show patients in Scotland they are not fighting alone. To register as a blood donor or to find out where your nearest donation session is, call 0845 90 90 999, text 'blood' to 61611, or visit www.scotblood.co.uk.



National Director Keith Thompson

Notes to Editors:

- An active blood donor is a blood donor who has attended to give blood at least once in the last 12 months.
- You can give blood every twelve weeks. The average number of donations given per donor per annum is currently 1.59 (this is known as attendance frequency).
- Every minute of every day someone in Scotland is receiving a blood transfusion.
- SNBTS serves over 40 blood banks across Scotland
- School holidays mean the blood supply can reduce by 20% over the holiday period. Please make sure you give blood before you leave the country for holidays.
- Platelets last only five days. This means our platelet supply must be constantly replenished
- Just three teaspoons of blood can save the life of a premature baby
- There are 2 units of blood on standby for every hospital birth in Scotland.
- Call **0845 90 90 999**, text **blood** to **61611** or visit www.scotblood.co.uk to register as a blood donor. Thank you!

ENDS.