



Release Date: FOR IMMEDIATE RELEASE

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**BLOOD BANK OF HAWAII LAUNCHES “GIVE BLOOD. END HUNGER.”
CAMPAIGN THIS HOLIDAY SEASON**

*****Hawaii Blood Donations Will Provide Meals for Hawaii Foodbank Recipients*****

HONOLULU, HI (December 4, 2020) --- Blood Bank of Hawaii and Hawaii Foodbank are banking on the generosity of blood donors to save lives and help to feed those who have been impacted by this year's pandemic. For every blood donation made during the month of December, Blood Bank of Hawaii's "Give Blood. End Hunger." campaign provides a meal to those in need through a donation to Hawaii Foodbank. Blood Bank of Hawaii needs 150 to 200 whole blood, plasma and platelet appointments per day to meet statewide demand. Depending on donor turnout, Hawaii Foodbank could receive the equivalent of 4,000 to 6,000 meals by month's end.

This year has been difficult for both nonprofit community banks. As the holidays approach, Blood Bank of Hawaii anticipates a historic 20 percent dip in donations, and Hawaii Foodbank forecasts an unrelenting demand for food. Given the unprecedented economic hardships being faced by so many, Blood Bank of Hawaii wants to give back to the community on behalf of its selfless donors.

"We're grateful to partner with Hawaii Foodbank to make the holidays brighter for Hawaii's patients and families," said Todd Lewis, Chief Operating Officer of Blood Bank of Hawaii. "We encourage all healthy donors to join us this December because just as no patient should go without blood, no member of our community should go without food."

"Coming together with Blood Bank of Hawaii embodies this season of giving and we appreciate their spirit of partnership to keep our community healthy and fed," said Hawaii Foodbank President and CEO Ron Mizutani. "As families continue to struggle in these uncertain times, this effort will help to feed thousands during the holidays."

On Oahu, collections will take place at five locations: Young Street Donor Center and Dillingham Donor Center, along with bloodmobiles at Waikale Center, Adventist Health Castle and Kapolei Walmart. Blood donors are encouraged to share their giving gesture and tag @BloodBankHawaii, #GiveBloodEndHunger

The campaign will extend to Kauai when Blood Bank plans to return from December 21 through 23. Collections will take place at the Kauai Beach Resort. Kauai donors will have a chance to help their community as their donations will directly benefit Hawaii Foodbank Kauai.

As a reminder, Hawaii faces an immediate and high need for COVID-19 Convalescent Plasma (CCP), received from recovered COVID-19 patients that can help active COVID-19 patients fight off the virus. In preparation of a potential post-holiday surge, it is imperative that Hawaii increases its local CCP inventory until a vaccine is widely distributed. Residents who tested positive for COVID-19 and want to help are urged to contact Blood Bank of Hawaii via phone 808-848-4706 or email covidplasma@bbh.org.

Each donation can save up to three lives. Healthy donors interested in giving blood may register at bbh.org or call 808-848-4770. As a reminder, an appointment is required. Individuals with



questions about operations during COVID-19 may visit bbh.org/COVID-19 or connect via social media.

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About Blood Bank of Hawaii

Founded in 1941, BBH is a non-profit organization committed to providing a safe and reliable supply of blood, blood products and related transfusion services to Hawaii's patients. BBH is licensed and regulated by the U.S. Food and Drug Administration, accredited by AABB, and a founding member of America's Blood Centers, the nation's largest network of community-based blood programs. For more information, visit BBH.org.