

A link between donors, volunteers, staff & friends of the Stanford Blood Center

In this issue of Life Link, we've included information about summer promotions, our Give blood for life! donor recognition program, how you can help save trees, and our beautiful new Center on Hillview Avenue. Stanford Blood Center depends on generous blood donors, like you, every day to provide life-saving blood products to patients. We appreciate your continued support and urge you to donate this summer when blood supplies are low.

Did you know that one of every 10 people entering a hospital will need a blood transfusion? Yet, less than five percent of people donate blood. Thank you for being a donor! You are part of the small percentage of people that are committed to saving lives. Help us increase this number by bringing a friend, relative or coworker with you the next time you donate.

Give blood for life! Please donate once a quarter.

Promotions and Special Events

C A L E N D A R

To show our appreciation and to encourage you to donate when we really need you, Stanford Blood Center is offering you the following promotions and special events.

Stanford Athletics Promotion

All donors in August will receive:

- >> 50% off Stanford Football season tickets.
- >> Two seats for a regular season Stanford Soccer match.
- >> Discounted membership for Stanford's Kids Club – kids 17 and under will receive a t-shirt, flash pass and admission into almost all sporting events in 2006-07.

Pint for a Pint Days

All Centers_

Wednesdays in August_

Get in the last licks of summer! Receive a free pint of Baskin Robbins ice cream for being so sweet.

O! What a Party!

Hillview Center_

Thursday, August 17, 2006, 7:30 a.m. – 7:30 p.m. _

Enjoy a day of saving lives and be rewarded with fabulous fun featuring food, prizes, live music, and our good friends at 99.7 KFRC! Each donor will also receive a collectible O Party T-shirt, too.

If you're not eligible to donate now, don't fret. We have fun events and promotions throughout the year. Check online for the most updated information at http://bloodcenter.stanford.edu/news/special_events.html. Don't forget to tell your family and friends!



Young Blood Recipient Helps Recruit Donors



You may have already read about Brennah's story, but we want to give you an update and let you know what she's doing to help recruit new blood donors. Brennah and her family recently drove down from their home near Chico to attend a photo shoot on behalf of Stanford Blood Center. Her image will appear on large ads on the sides of Valley Transit Authority (VTA) buses in Santa Clara County this July. The ads will encourage people to give blood with the caption "My life was saved by a blood donor...was it YOU?" During the photo shoot, Brennah entertained the photographer and her family by telling jokes and stories.

Brennah had just turned seven when she and her older sister, McKendra, were in a head-on collision with a semi trailer on February 12, 2005. McKendra was hospitalized for a week in Chico. Brennah suffered massive internal abdominal damage; her bowel was severed in five places, and her spine was broken. A Life Flight helicopter immediately lifted Brennah to

Lucile Packard Children's Hospital (LPCH) for treatment. Now, after 22 procedures, including ten major surgeries and about nine transfusions of fresh frozen plasma and red blood cells, Brennah is doing well. She spent four and a half months at LPCH but is now back home. Brennah recently came back to LPCH for one last surgery to take out hardware doctors had placed in her back to help aid her recovery.

Brennah is now eight years old. She is in school full-time, and thanks to the wonderful education she received at LPCH School, she was able to maintain and exceed her grade level. Brennah's sister, McKendra, is a nursing student at Brigham Young University and donates blood regularly. She's seen firsthand how blood can save the life of a loved one.

*"My life was saved by
a blood donor...
was it YOU?"*

Brennah's mom, Heather, knows why blood donors are so critical. "I've been on the other side," she says. "Sometimes you think you're only one person and that one unit of blood won't make a difference, but drop by drop, it all makes a difference. We're so grateful."

Blood Center Opens Beautiful Flag Ship Location

Stanford Blood Center opened our new flagship Center at 3373 Hillview Avenue in Palo Alto in September 2005. The new location was established to give the blood center and the Stanford School of Medicine's Department of Pathology a much-needed—and plush—space for donor care and research facilities.

At Hillview, donors can relax in cozy recliners and watch a DVD while giving blood in an open space with natural light. After the process is complete, donors can replenish with fruit juices, espresso and snacks at the canteen a few feet away. Unfortunately, building a donor base for our Hillview Center has been quite a challenge. If you work or live close to our new location, check it out. We're positive that you'll love it!

In addition to our collection facility, the new Center houses research labs and staff, along with donor services. Hillview will be the third site for blood donations in the area; the other centers are at 780 Welch Road in Palo Alto and 515 South Drive in Mountain View. The three Centers collect half of Stanford Blood Center's overall donations, with mobile units collecting the rest.

To make an appointment to donate at the new Hillview Center, call 650-723-7831 or visit <http://bloodcenter.stanford.edu>.

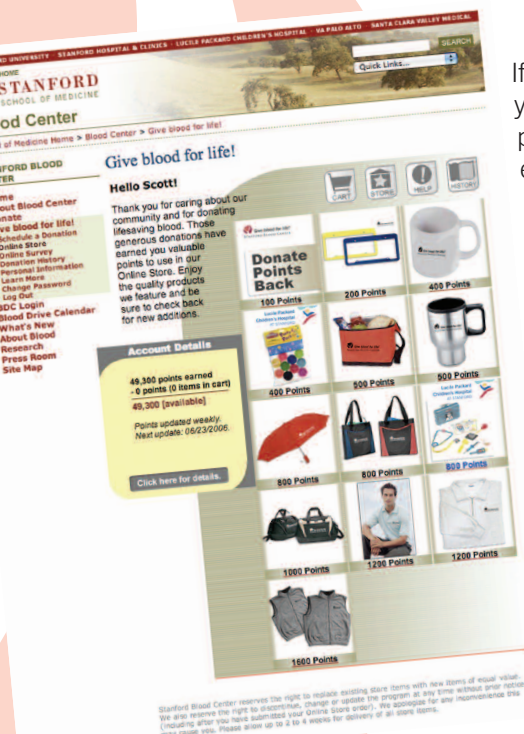
hillview

Give blood for life!

DONOR RECOGNITION PROGRAM

Stanford Blood Center would like to thank you by offering a membership in our "Give blood for life!" donor recognition program. You will enjoy many benefits, including:

- ♥ Online access to your donation history and vital statistics.
- ♥ Track your cholesterol online.
- ♥ Request a donation appointment online.
- ♥ Earn points for your visits to use at our online store, featuring attractive thank you gifts.
- ♥ Get updates on patient needs and special events as they apply to your eligibility.



If you haven't already signed on to your Give blood for life! account, please visit <http://bloodcenter.stanford.edu> to activate your account. Use your Donor ID and birth date to log on. Once you log on to our Web site, you immediately gain access to our online services. If you don't know your Donor ID, please call 888-723-7831 or 650-723-7831 and one of our staff members will be happy to look it up for you.

MANY ONLINE STORE SHOPPERS CHOOSE TO USE THEIR POINTS TO DONATE GIFTS TO LUCILE PACKARD CHILDRENS HOSPITAL. WE DELIVERED THE DONOR'S GIFTS AT THE END OF THE FIRST FULL YEAR OF THE NEW PROGRAM, AND THEY WERE GREATLY APPRECIATED!

YOU ALREADY SAVE LIVES! NOW, HELP US SAVE THE EARTH!

Stanford Blood Center wants to reduce the amount of mail sent to blood donors this year. You can help us do this by sharing your e-mail address with us. Currently, we don't have your e-mail address on file. Otherwise, you would be getting an e-newsletter.

Please send our Give blood for life! Program Coordinator an e-mail with:

1. Your full name, including middle initial
2. Date of Birth

Give blood for life! Program Coordinator
Jennifer Reczkowski
czks@stanford.edu / 650-724-7187

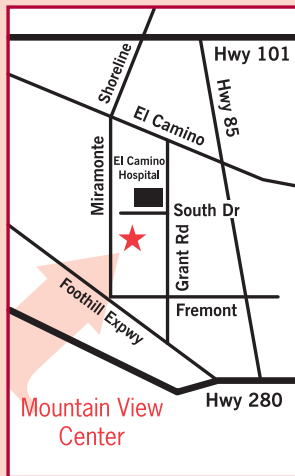


We will send you reminders when you are eligible to donate and updates about upcoming promotions via e-mail instead of by mail. Not only will this save Stanford Blood Center money for printing and postage, but will also save trees by reducing the amount of paper used. We do our best to ensure that donors receive only one to two e-mails a month and limit the amount of unnecessary correspondence. Eventually, we would like to eliminate mailing cholesterol results, since donors can now access their donation history and view their cholesterol results securely on our Give blood for life! Web site. Stanford Blood Center will never sell or distribute your e-mail address for any reason other than those related to Blood Center purposes.

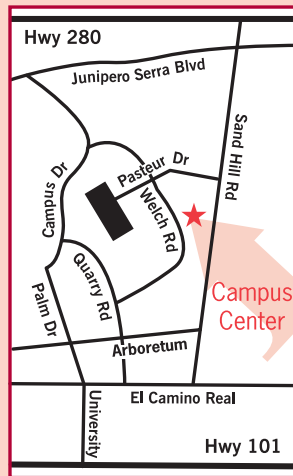
If you have questions, please call Jennifer.



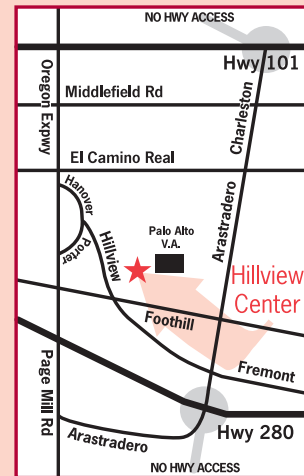
STANFORD BLOOD CENTER LOCATIONS



**MOUNTAIN VIEW
DONOR CENTER**
515 SOUTH DRIVE, SUITE 20
MOUNTAIN VIEW, CA 94040



CAMPUS DONOR CENTER
780 WELCH ROAD, SUITE 100
PALO ALTO, CA 94304



HILLVIEW DONOR CENTER
3373 HILLVIEW AVENUE
PALO ALTO, CA 94304

How To Reach Us

Appointment Office | 650-723-7831 or 888-723-7831

Administration | 650-723-7994

Autologous and Designated Donations | 650-723-6667

National Marrow Donor Program | 650-723-5532

Website | <http://bloodcenter.stanford.edu>

E-mail | giveblood@med.stanford.edu