



feels like **the 1st** *time*
**Your first blood donation
and the American Red Cross**

So you've never donated **blood . . .**

Donating **blood** does takes time. And you have lots to do.

But before you decide not to donate, did you know. . .

Your **blood** donation will take about an hour . . . and can help save the lives of up to three people.

Your donation is needed now. **Blood** supplies are low across the state and nation. For the past year, we have had as little as 6 hours of **blood** but never more than 2 days on our shelves. Michigan's Red Cross considers a five-day supply safe and adequate for meeting the needs of patients in nearly 70 hospitals.

More people than ever need **blood** donations to stay alive. Advanced medical practices for the care and treatment of cancer, trauma, serious disease and surgeries all involve the intensive use of **blood** products. Plus, more people in America are older than younger--resulting in more cases of serious disease and cancer.

Fewer and fewer people give **blood**. Ninety-seven percent of us will need a **blood** transfusion in our lifetime, but just 5 percent of us give.

Our average donor is a college-educated caucasian male between 30 and 50 years old. Nearly 60 percent of our donors are over the age of 35.

We need more women, more diversity, and people under 30 to roll up their sleeves.

We need first-time donors to give blood again . . . and again. Nationwide, 38 percent of people who gave **blood** were first-time donors. But less than a third of those donors ever come back to give **blood** again.

The key to a stable blood supply is regular **blood** donations from healthy, dedicated people who want to save lives.

Donating **blood** is something very personal. You are literally giving something of yourself so someone else can live. Chances are, you will never meet the person who received your gift of life, but you will see your generosity everyday in children who survive cancer, adults enjoying health after serious illnesses, or in people who endure trauma or medical emergencies to lead productive lives.



Try it. You'll like it. Please give **blood.**

Call 1-800-GIVE LIFE