

news release

contact: Nancy Conry, 213-4133



Virginia Blood Services Named 'Employer of Choice'

RICHMOND, VA, MAY 2, 2007- At a breakfast ceremony today at the Greater Richmond Convention Center, Virginia Blood Services, the community's nonprofit blood supplier, was named Greater Richmond Area Employer of Choice (Mid-Sized Company).

The annual competition is sponsored by the Richmond Human Resources Management Association and the Greater Richmond Chamber of Commerce.

"We were honored to win this award in 2005 and again in 2007," said VBS President and CEO Robert E. Carden, Ph.D. "As the community's blood supplier, we must recruit tens of thousand of blood donors every year and prepare their lifesaving gifts for transfusion to patients. To keep these valued volunteers coming back requires that our employees receive outstanding training and feel appreciated as people. Having excellent leadership and support from our Board of Directors, we've hired the right people, provided excellent benefits and a culture of teamwork, safety and quality; consequently, employee turnover is down dramatically and blood donations are up for the third consecutive year. And as a result of these efforts and their belief in our mission, more and more employees are recruiting their friends to join VBS.

"We continuously listen to the opinions of our employees in many formal and informal ways, and we make the changes in order for Virginia Blood Services to remain a highly desirable employer.

As Virginia Blood Services has become a more desirable place to work, we've become an even better place to give blood. As employee turnover has gone down, lifesaving blood donations have gone up. We're proud that our improvements have had an impact on health care in our community, and we thank the 60,000 donors who last year helped us provide a safe and reliable blood supply for the patients we serve."

Virginia Blood Services is a nonprofit organization founded in 1974. It serves all the hospitals in Richmond, Petersburg, Hopewell, Charlottesville, the Staunton/Waynesboro area, Harrisonburg, South Hill, Emporia, Franklin and Farmville. It employs nearly 250 people in four Virginia cities.