

VIRGINIA BLOOD SERVICES RECEIVES ADRP AWARD FOR DONOR RECRUITMENT FILM

RICHMOND – On Friday, May 4 at the Annual Awards Ceremony in Baltimore, Maryland, the Association of Donor Recruitment Professionals (ADRP) honored Virginia Blood Services (VBS) with their prestigious award for best donor recruitment video. The video shares the true story of a 14-year-old girl's brain hemorrhage and the VBS event where she met some of the 42 donors who helped save her life. The video was produced by Laura Cameron of VBS and Joel Traylor of WWBT-NBC12 in Richmond.

"We are delighted that out of all the videos presented, our submission to the ADRP was awarded this honor," states Nancy Conry, VBS spokesperson. "It makes it even more exciting that the recipient shown in the film is Richmond's own Christiane Holmberg Potes, daughter of Mark and Lynn Holmberg. Christiane underwent lengthy surgery for an arteriovenous malformation at Bon Secours St. Mary's Hospital, requiring many transfusions," continues Conry. Not only did Christiane fully recover, she has married and had two children since her surgery. She is a wonderful example of why blood donations are so vitally important. We use this video to recruit blood donors for hundreds of drives each year, and it never fails to have an impact."

Virginia Blood Services, a nonprofit organization, is the sole provider of blood products to Richmond and central Virginia hospitals and dialysis centers, as well as numerous home health agencies. It operates eight donor centers and conducts more than 2,000 blood drives a year, serving blood donors and patients throughout central Virginia. More than 380 donations are needed daily to meet patient needs.

Richmond center locations are: 2111 North Hamilton Street; 4040-A Cox Road, in the Innsbrook Shoppes; 9200 Arboretum Parkway, Suite 102, in the Arboretum office park; and 4211 Old Hundred Road, in Chester. Charlottesville locations are 2401 Hydraulic Road and UVA Hospital West, Suite 1206. The Staunton/Waynesboro area center is located at the Augusta Medical Center in Fishersville, and the Harrisonburg center is located at Rockingham Memorial Hospital, 100 East Grace Street, in Harrisonburg.

A copy of the video is available upon request.

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