

Someone's *life* depends on *YOU*.

**Saving lives doesn't get any easier ...
or any more convenient.**

Virginia Blood Services has launched a program to provide donors the opportunity, while at work, to help patients with special needs, through its automated platelet outreach program.

Platelets, the cells that help blood clot, primarily are transfused to patients who have had bone marrow transplants or to those receiving treatment for cancer, aplastic anemia and other life-threatening illnesses. These patients require multiple transfusions of platelets, essential to keep them alive while their medical treatments—including chemotherapy which destroys healthy cells along with diseased cells—have time to work.

Platelets live outside the body for only five days. This limited lifespan, along with high demand, can result in a shortage of this critical blood component.

It takes four to six whole blood donors to provide as many platelets as one platelet donor can give! Receiving a transfusion from a single platelet donor greatly reduces the patient's risk of adverse reaction that can occur from exposure to multiple donors.

Donor comfort may be enhanced as the automated procedure uses a smaller needle and fluids are returned to the donor, which reduces the potential for dehydration. A donor's platelet volume is replenished within 24 to 48 hours after the donation. The procedure is safe—as with whole blood donations, the needles and kits used are sterile and discarded after every donation—and simple... so gentle that donors may give platelets every two weeks up to 24 times per year!

In about 90 minutes, one donor can **conveniently** make a profound difference in the life a patient with special needs.

Someone's life depends on you!

