

Be a Hero: Donate Blood, Save Lives

According to the American Red Cross, winter is one of the most difficult times of year to collect enough blood products to meet patient needs. Busy holiday schedules, bad weather and seasonal illnesses, among other challenges, often result in canceled blood drives and a drop in donations.

For these reasons, National Blood Donor Month, which has taken place each January since 1970, is such an important observance. Blood donation is a critical need that helps save countless lives every day. Blood is needed for a variety of medical procedures, including surgeries, cancer treatments and emergencies. A single donation can save up to three lives.

Despite the importance of blood donation, there is a constant shortage of blood in many parts of the world. In the United States, for example, the Red Cross reports that every two seconds, someone in the country needs blood, yet only about 3% of the eligible population actually donates.

"Blood is the most precious gift that anyone can give to another person — the gift of life. A decision to donate your blood can save a life."

WORLD HEALTH ORGANIZATION

