



Press Release

AMCHAM WORLD BLOOD DONOR DAY

“Give the gift of life: donate blood”

Ho Chi Minh, August 2013

News Highlights:

- This is the 10th year World Health Organization (WHO) has organized the World Blood Donor Day and the 3rd year AmCham Vietnam has participated in this Program.
- This year's program will focus on the value of donated blood to the patient, not only in saving life, but also in helping people live longer and more productive lives. WHO calls for all countries to obtain 100% of their supplies of blood and blood products from voluntary unpaid blood donors by 2020.
- Different from the previous years, 2013 Program is divided into 2 donation waves: Jun 26th and August 1st-2nd, having blood distributed equally to the last 6 months of the year.
- The second donation wave on August 1st-2nd is held at 4 locations, which brings the total blood donation locations to 6 in 2013.
- The photo contest starting in June now still continues to call for the most inspiring works that successfully deliver the Program's message "**Give the gift of life: donate blood**" from the 2 donation batches. The final results will be announced by August 11th, 2013.
- The Program's Fan page launched at www.facebook.com/AmChamWBDD on June now serves to connect volunteers and update latest news.

PROGRAM SCHEDULE

August 1st, 2013 | 7:30am – 11:00am

Avery Dennison (Binh Duong Province)

August 2nd, 2013 | 7:30am – 11:00am

Victoria Healthcare (Phu Nhuan Dist.)

Metropolitan (Dist. 1)

New World Saigon Hotel (Dist. 1)

Ho Chi Minh City, Aug 1st-2nd, 2013 - The American Chamber of Commerce in Vietnam (AmCham Vietnam), in cooperation with Ho Chi Minh City Humanitarian Blood Donation Center - Red Cross HCMC and HCMC Hospital of Hematology and Blood Transfusion, organized the second wave of blood donation in honor of the **AmCham World Blood Donor Day**, with the theme of “**Give the gift of life: donate blood**”. The event was organized at 4 locations, namely Avery Dennison (Binh Duong Province), Victoria Healthcare (Phu Nhuan Dist.), Metropolitan (Dist. 1), New World Saigon Hotel (Dist. 1). Added 2 more donation locations on June, the number of locations from the 2 donation waves amount up to 6 for the whole program.

World Blood Donor Day is one of the activities that WHO carries out globally to raise awareness of the need for safe blood and blood products and to thank voluntary unpaid blood donors for their life-saving gifts of blood. 2013 marks the 10th anniversary of countries worldwide cooperating to organize this meaningful activity. This year's campaign will focus on the value of donated blood to the patient, not only in saving life, but also in helping people live longer and more productive lives. Dr Neelam Dhingra, Coordinator for Blood Transfusion Safety at WHO, said “Blood collection from voluntary non-remunerated blood donors is the cornerstone of a safe and sufficient blood supply in all countries. More voluntary blood donors are needed to meet the increasing needs and to improve access to this life-saving therapy. Furthermore, the safety and quality of blood and blood products should never be compromised.”

2013 marks the 3rd anniversary of AmCham World Blood Donor Day with some positive changes. Firstly, the program is divided into two donation waves, Jun 26th and August 1st-2nd, 2013, so as to allocate the voluntary blood throughout the second half of the year, when the need for blood is considerable. The first donation wave on June attracted 163 volunteers and collected 208 blood unit (equivalent to 49,750 ml). Secondly, after the launching of the Program's Fanpage at www.facebook.com/AmChamWBDD on June, AmCham team now operates the page to connect the volunteers from the donation waves and update latest news of the Program.

In order to create the opportunities for more volunteers to participate in this meaningful program, AmCham has expanded to a new location which is District 7 (Dai Minh Building) in the first donation batch last June. In addition, the numbers of volunteers and donors have been increasing noticeably through the years. The program has also received many concerns and frequent supports from enterprises such as Victoria Healthcare, Coca-Cola Vietnam, New World Hotel, Liberty Insurance, TRG International, ... who have been our sponsors for all these 3 years.

This year is the first time 3M Vietnam has participated in this program; however, their contribution is significant. In addition to encouraging many of their staffs to participate, 3M Vietnam also donated 5000 Nexcare bandages to Ho Chi Minh City Humanitarian Blood Donation Center - Red Cross HCMC and HCMC Hospital of Hematology and Blood Transfusion to use for blood donation activities.

In the world, there are 60 countries collecting 100% of their blood supply from voluntary unpaid blood donors (35 are high-income countries, 18 middle-income countries and 7 low-income countries). In low- and middle-income countries, blood transfusion is usually given for the management of complications of pregnancy and childbirth and the treatment of severe childhood anaemia. In high-income countries, transfusion is most commonly used for supportive care in heart surgery, transplant surgery, trauma and cancer therapy.

Though voluntary blood donation this year increased nearly 20% compared to last year's thanks to efforts from various blood donation campaigns, donated blood only satisfies over 50% of the need nationwide. Therefore, AmCham set a goal of 1,000 volunteers to join this year, a substantial increase from the 700 volunteers in 2012. Together, we can develop widespread voluntary participation and promote the initiative of the FDI sector in HCMC and in Vietnam.

Following the success from the past two years, AmCham continues to hold a photo contest in order to find not only photographically beautiful photos but also those that can convey and transfer the Program's message: **Give the gift of life: donate blood.**

Further details of AmCham World Blood Donor Day can be found at www.amchamvietnam.com/events/amcham-world-blood-donor-day-jun-14-2013/ and www.facebook.com/AmChamWBDD

NOTES FOR EDITORS

1. World Blood Donor Day (WBDD)

June 14th - the birth-date of Karl Landsteiner, the Nobel Prize winner who discovered the ABO blood group system - has been selected as World Blood Donor Day. WBDD is coordinated and sponsored by an alliance of organizations involved in blood transfusion medicine and blood service delivery: the World Health Organization, the Inter-national Federation of Red Cross and Red Crescent Societies, the International Federation of Blood Donor Organizations and the

International Society of Blood Transfusion. Between them, these organizations represent 193 Member States, 185 national Red Cross and Red Crescent Societies, 50 voluntary blood donor organizations and blood transfusion specialists throughout the world.

Website: www.wbdd.org

2. American Chamber of Commerce in Vietnam (AmCham Vietnam)

AmCham Vietnam is an independent association of American and international businesses. With more than 450 member and associate companies, and over 1,000 representatives, our membership of manufacturing, brand management, transportation and logistics, professional services, and travel and tourism firms is unified by a common objective to promote trade and investment between Vietnam and the United States. Since 1996, AmCham Vietnam in HCM City has been a Member of the U.S. Chamber of Commerce, which represents for 3,000,000 businesses, 2,800 states and local chambers, 830 business associations, and 102 American Chambers of Commerce in 82 countries.

Website: www.amchamvietnam.com

3. HCMC Humanitarian Blood Donation Center - Red Cross HCMC

Vietnam Red Cross is a social association of population, aiming to humanity - peace - friendship, and contributing to implement the goals: prosperous people, strong country, and an impartial, democratic and civilized society.

Vietnam Red Cross is a member of the Vietnamese Fatherland Front, and the International Red Cross and Red Crescent Movement. Vietnam Red Cross operates nationwide under the Constitution and Laws of the Socialist Republic of Vietnam, as well as the Association's statutes and 7 fundamental principles of the Red Cross Movement, including: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality.

Website: www.redcross.org.vn

4. HCMC Hospital of Hematology and Blood Transfusion

The Hospital of Hematology and Blood Transfusion operates as a blood bank and a hospital with a specialization in blood disease treatments in the southern regions of Vietnam.

The Hospital of Hematology and Blood Transfusion is responsible for directing the specialized line of Hematology, and is the hematology practice centre of students from HCMC Medicine and Pharmacy University, Pham Ngoc Thach Medical University, Army Medical School, and Graduate School, including: Specialty I, Specialty II, Master and Doctorate.

Website: www.bthh.org.vn

5. 10 facts on blood transfusion

- 1- Blood transfusion saves lives and improves health
- 2- Transfusions are used to support various treatments
- 3- Adequate supply of safe blood can only be assured through regular voluntary unpaid donation
- 4- Voluntary unpaid donors account for 100% of blood supplies in 60 countries
- 5- Around 107 million blood donations are collected globally every year
- 6- Collections at blood centres vary according to income group
- 7- More people in high-income countries donate blood than in other countries
- 8- Donated blood should always be screened
- 9- A single unit of blood can benefit several patients
- 10- Unnecessary transfusions expose patients to needless risk

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