

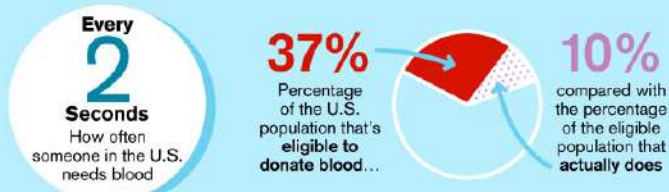
## 12 Reasons Why You Should Give Blood This Summer

When seconds count, it's critical that medical experts have what they need to save lives—including a plentiful supply of blood. Donations tend to take a dip come summer, so if you haven't given blood in a while, consider rolling up your sleeves at a donation center near you. Here's how your single gift can make a big difference.

### First, Some Facts



### Why Donations Are So Needed



### How Johnson & Johnson Is Helping Boost Donations



### So How Do All Those Droplets Help?



You've made your donation, and eaten your complimentary cookie. Now what? These parts of your donation must be transfused to a patient within a specific amount of time—which is why donating is so important.

**Within 5 Days**

**Blood platelets**—critical for patients with clotting problems, cancer or those undergoing major surgery—must be used

**Within 42 Days**

**Red blood cells**—frequently used by patients with chronic anemia or acute blood loss—need to be transfused

**Within 1 Year**

**Plasma**—commonly transfused to trauma and burn patients, as well as people with severe liver disease—needs to be used



**100 Pints**  
Amount of blood a single victim of a car accident may require for survival

To find a blood drive near you, visit [redcrossblood.org](http://redcrossblood.org) or [americasblood.org](http://americasblood.org)