

# The Blood Type

Fall Issue  
September 2013

www.communitybloodservices.org



**COMMUNITY**  
BLOOD SERVICES

## Looking Ahead Together – A Thank You to Our Donors!

Ronald P. Walsh, MD, Chief Medical Officer



**“Great things are getting done at Community Blood Services, and great people like YOU are the reason!”**

Fall signals a time to look ahead, as vacations end, school begins, and holiday celebrations are anticipated. Here at Community Blood Services we are celebrating our 60th fall season as YOUR community blood center. For 60 years we have been providing the highest-quality blood and blood products to our hospital partners and working hard to ensure the blood we collect stays in our community so there is always an adequate supply available. This couldn't be accomplished without the help of our volunteer donors.

This year has been a year of change. We opened our new corporate headquarters in Montvale, New Jersey, close to the New York border, and soon after opened our newest donor room there. Before the end of the year we hope to announce a new location for our

Paramus Donor Center in close proximity to our current 970 Linwood Avenue center.

We continue to work non-stop to meet the transfusion needs of patients in our community hospitals, with the help of innovative technology like automation, which can collect multiple products from a single donor, and new programs like our Most Valuable Plasma (MVP) multi-plasma collection program.

Our BloodLinks rare donor program allows us to maintain an inventory of special, extensively typed blood from diverse donors to help patients who have made antibodies as a result of prior transfusions or pregnancies and need these unique units for transfusion. So far BloodLinks has recruited 926 donors. Should you be identified as one of these very special donors, I hope you will answer the call to donate.

I am proud to work alongside a dedicated and talented staff, and with our many volunteer donors, to make a difference in our shared community. For 60 years we have partnered with our donors to help save lives, and I look forward to continuing our work together. I can't thank you enough for all you do, and for making Community Blood Services YOUR community blood center.

[Click here](#) to visit our website and learn about our lifesaving programs and services!



## We're On The Move!

New Donor Room Meets Donor Needs



In March of this year we completed the sale of our Paramus property to The Valley Hospital and moved our corporate staff to our new headquarters at 102 Chestnut Ridge Road in Montvale. This has allowed our blood services, cord blood and bone marrow operations to be back together under one roof.

We opened our new specialized donor room at our Montvale headquarters

in August, and invite donors nearby to schedule their donation appointments there. Blood, platelets and plasma are collected at the new site Monday through Friday, 7 a.m. to 5 p.m.

In addition, we are collecting Peripheral Blood Stem Cells (PBSCs) in the Montvale donor room. These cells are used for lifesaving transplants that restore stem cells destroyed by chemotherapy or radiation therapy and in clinical trials such as one currently underway with SOTIO, a Czech Republic biotechnology company. SOTIO is working on research related to understanding the processes in the body that decide the active immune reaction against tumor cells with the goal of developing drugs to induce an anti-tumor response by the patient's immune system.

Our longtime Paramus Donor Center, still at 970 Linwood Avenue West, will be operational until we find that perfect new location close by. As soon as we have completed our search, we will let our donors know the new location. We also welcome donors at our Lincoln Park donor center and a variety of other convenient donation sites and mobile drives in New Jersey and New York State.

[Click here](#) for locations and hours of our donation sites  
or call **866-228-1500** to find a blood drive.

**Our Paramus Donor Room welcomes you at its current  
970 Linwood Avenue West location. The donor room on Route  
17 by the deli is New York Blood Center's, not ours!**

**The blood you donate with us stays in your community.**

## **HOSPITALS WE SERVE**

We are the sole or primary supplier of blood and blood products to 18-plus NJ & NY hospitals.

### **New Jersey**

#### **Atlantic Health System**

Morristown Medical Center

Overlook Medical Center

Newton Medical Center

#### **HackensackUMC**

Mountainside & Pascack Valley

#### **St. Joseph's Healthcare System**

St. Joseph's Regional Medical Center

St. Joseph's Wayne Hospital

Bergen Regional Medical Center

Englewood Hospital

Holy Name Hospital

Meadowlands Hospital

Palisades Medical Center

The Valley Hospital

Trinitas Regional Medical Center

### **New York**

Methodist Regional Medical Center

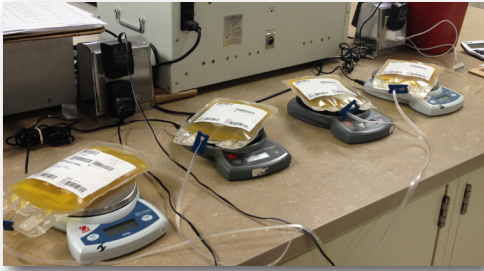
New York Presbyterian Hospital

Orange Regional Medical Center

St. John's Episcopal South Shore



## MVP (Most Valuable Plasma) Program Partners with Firefighters to Help Save Lives



The new MVP (Most Valuable Plasma) multi-plasma program uses the latest technology to collect up to four patient-ready units during a single donation to better target the needs of patients in our community hospitals. So far the multi-plasma program has collected 799 plasma products from 197 donors!



Community Blood Services has launched a program with one clear objective - to collect more plasma products from each of our volunteer plasma donors so plasma is always available for patients who need it in community hospitals like Hackensack University Medical Center.

The Hackensack Fire Department is partnering with Community Blood Services to raise awareness among area firefighters about the need for more plasma donations from eligible male donors. Dr. Ronald Walsh, chief medical officer at Community Blood Services, met with the firefighters to ask for their help in spreading the word. Hackensack Fire Chief Thomas Freeman, himself a blood donor, offered his support, as did Charles Grieco, 1st district vice president of the Professional Firefighters Association of New Jersey (PFANJ).

drives with professional and volunteer firefighters, as well as other first responders, including police departments and ambulance corps. Multi-plasma donors can also join the MVP donor club by scheduling at least three donation appointments annually.

Some patients receive plasma transfusions to help combat bleeding disorders, while others need plasma exchanges to treat a multitude of diseases. These patients can need multiple transfusions, day after day. Burn and trauma victims also rely on plasma transfusions.

“Even though firefighting is the function of our department,” explained Chief Freeman, “our main interest is in saving lives. This program is just another way for the Hackensack Fire Department to help those in need. Many of my guys donate blood regularly, but now they will be able to go one step further by donating plasma.”



**AB male plasma donors are especially in demand because they are universal plasma donors whose plasma can be used by any patient regardless of blood type. AB donors represent just 4% of the population so the supply must constantly be replenished.**

**- Dr. Ronald Walsh,  
Chief Medical Officer**

[Click here](#) to learn more.

[Click here](#) to schedule your next multi-plasma donation.

You can also call **866-228-1500**.

As a next step, the multi-plasma partnership will look to sponsor blood



## Donors Welcomed at New Montvale Headquarters

August 15, 2013

Community Blood Services welcomed many of our volunteer donors to an open house to see our new corporate headquarters and unveil our new donor room in Montvale. Staff provided tours of our new state-of-the-art facility, talked about how we partner with our donors to save lives in our community, and videotaped donor testimonials.

## We put the “Super” in Community Blood Drives!



Community Blood Services is your ticket to the Super Community Blood Drive campaign, launched by the 2014 New York/New Jersey Super Bowl Host Committee in partnership with the New Jersey Workplace Blood Donor Coalition.

The game plan is simple - motivate sports fans (and everyone else!) to donate blood for patients who need blood transfusions for traumatic injuries, illnesses and surgeries. The Super Community Blood

Drive campaign, which will run through January 17, 2014, represents a unique collaboration to increase the blood supply. It's expected to include thousands of drives statewide in the run-up to Super Bowl XLVIII at MetLife Stadium.

Donors with all blood types are needed, especially Type O negative, the universal blood type which can be transfused during an emergency to any patient regardless of their blood type.

As part of the campaign, every person who shows up to donate blood at any donation site or mobile blood drive will receive a red Super Community Blood Drive wristband and the opportunity to win tickets to Super Bowl XLVIII. Donors who donate multiple times will have multiple chances to win.

To schedule your Super Community Blood Drive call **201-389-0409**.

[Click here](#) to learn more about the Super Community Blood Drive campaign.

## Volunteer Joe McHale: Making a Difference



Joe McHale is one of Community Blood Services' treasures because he lives the mission of giving back and taking time to make a difference. When Joe worked at Community Blood Services for more than 15 years as a telerecruitment supervisor, he helped ensure there was

always an adequate supply of blood and blood products for patients in our area hospitals. Now he gives his time as a volunteer and regular platelet donor.

"After being a former long-time employee here, volunteering has allowed me to remain a member of the blood center's family and continue to contribute to the organization's success," Joe says.

In addition to time spent in the Paramus Donor Center canteen, where he engages the donors post-donation with cookies, drinks and lots of light conversation, Joe also helps on blood drives, assisting the clinical and hospital services staff by greeting donors after their donations and making them feel extra special. He particularly enjoys volunteering at the high school drives where he tells students "they have just helped to save a life and that makes them proud."

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### Upcoming Super Community Mobile Blood Drives

#### **Shayne James Blood Drive**

Saturday, September 28  
10 a.m. – 4 p.m.  
201 North Maple Avenue  
Ridgewood, NJ

#### **MetLife Stadium**

Tuesday, October 1  
10 a.m. – 3 p.m.  
1 MetLife Stadium Drive  
East Rutherford, NJ

#### **Bergen Irish Association – Rita Reilly Memorial Drive**

Friday, October 4  
3:30 – 9 p.m.  
41 Omaha Street  
Dumont, NJ

#### **Johnny Damato Donor Awareness Blood Drive**

Sunday, October 27  
12 – 6 p.m.  
Fort Lee, NJ

#### **Monthly Blood Drive**

Sunday, October 20  
8 a.m. – 2 p.m.  
619 Ridge Road  
West Milford, NJ

#### **Teaneck Volunteer Ambulance Corps.**

Monday, October 28  
3 – 8 p.m.  
855 Windsor Road  
Teaneck, NJ

**Call 201-389-0350 for additional information.**

## Diverse Donors Can Mean More Lifesaving Matches!



Mattie, a mother of five and grandmother of seven who lives in Jersey City, New Jersey, was diagnosed with chronic lymphoblastic leukemia (CLL) in 2008. Mattie is hoping to find a lifesaving match on the national Be The Match registry so she can have a marrow transplant to treat her disease.

Unfortunately, African American participation on the bone marrow registry is not enough to meet the demand of patients like Mattie.

In fact, only 7% of bone marrow registry members are African American. As the largest non-governmental donor center with Be The Match, The HLA Registry at Community Blood Services is working with the national registry to raise awareness of the growing need for signups by donors with diverse ethnic backgrounds so patients like Mattie can have their second chance at life.

"I want to get back to my life" said Mattie, who hopes to become a nurse. "I have dreams that I put on hold while trying to beat this disease."

The focus is to educate diverse individuals and community groups about the importance of bone marrow and cord blood donation. Mattie herself is helping to do just that. Mattie held a bone marrow drive with The HLA Registry in June, recruiting over 40 of her friends, family and neighbors in hopes the perfect match might be found.

"I am so grateful for all the love and support," Mattie told her team of volunteers, noting she will hold another HLA drive in December because giving back during the holiday season is extra special.

Please consider becoming an HLA Registry hero. [Click here](#) to find out how to join. Or call **1-800-336-3363** for information on how to set up a marrow drive with your organization, school or church. Someone just like Mattie is counting on you!



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Joe also has been involved in education presentations for The HLA Registry, the bone marrow division at Community Blood Services. Understanding the urgent need to register potential bone marrow donors for lifesaving transplants, Joe is one of

our most popular recruiters, offering his time, energy and great personality.

In May, Joe was honored with a certificate of appreciation from the Russ Berrie Foundation for "making a difference". Volunteers like Joe are always needed, and there are many

### Upcoming HLA Registry Bone Marrow Drives

#### **Raymour & Flanagan**

Thursday, September 19  
4 p.m. – 8 p.m.  
200 Route 17  
Paramus, NJ

#### **Friends of Kyle**

Friday, September 27  
11 a.m. – 3 p.m.  
Winslow Twp. Board of Health  
125 South Route 73  
Braddock, NJ

#### **RWJUH Blood Bank Drive**

Wednesday, September 25  
Thursday, September 26  
Friday, September 27  
8 a.m. – 4:30 p.m.  
RWJUH Blood Bank  
125 Paterson Street, Suite 420  
New Brunswick, NJ

#### **Friends of Becca**

Saturday, September 28  
10 a.m. – 3 p.m.  
United Presbyterian Church  
20 Old Indian Road  
West Orange, NJ

#### **Colombian Consulate**

Sunday, September 29  
12 noon – 3 p.m.  
Union City High School  
2500 Kennedy Blvd.  
Union City, NJ

#### **Central Unitarian Church**

Sunday, November 10  
9 a.m. – 12 noon  
156 Forest Avenue  
Paramus, NJ

volunteer opportunities available in Paramus, Montvale or at blood and bone marrow drives.

[Click here](#), call **201-389-0429** or email [volunteers@cbsblood.org](mailto:volunteers@cbsblood.org) to learn about volunteer opportunities.

## Amanda Salazar Finds Her Miracle Match



Since 2009, Amanda Salazar has celebrated two birthdays – the day she was born on August 5, 1994 and the day she received her lifesaving bone marrow transplant on August 6, 2009. That’s the day Amanda’s life as a teenager returned to normal. At the time she was an honor student in high school. Today, having just turned 19, she is a college student at Fairleigh Dickinson University.

Diagnosed with sickle cell disease at birth, Amanda’s parents understood there would be many transfusions and surgeries to follow. In 2009, as a high school freshman, Amanda’s

condition deteriorated and a bone marrow transplant was recommended. Amanda was fortunate to find an umbilical cord blood match on the national registry that resulted in her lifesaving stem cell transplant.

Amanda believes the support of her family and community helped her get back to her life. Today, she gives back as a “Face” for Community Blood Services, spreading the word about why it is important to donate blood and platelets and to register as a potential bone marrow stem cell donor with The HLA bone marrow Registry, a member of the national be the Match registry.

We all have the power to help, the power to give hope, the power to save a life. [Click here](#) to learn more about bone marrow donation. [Click here](#) to sign up as a committed registry member.

## September is Sickle Cell Awareness Month

Sickle cell disease (SCD) is an inherited disease which changes normal, red round blood cells into cells shaped like crescent moons. When sickle cells get stuck as they move through blood vessels they can stop the flow of oxygen, causing pain and complications that can harm organs, muscles and bones. Thousands of patients like Amanda with sickle cell, or patients with blood cancers like leukemia and other life-threatening diseases, often need blood donations or bone marrow or umbilical cord blood transplants. They depend upon volunteer donors — they depend upon you.

## Where Are They Now? The “Faces” of Community Blood Services Today



Being a volunteer blood donor is about making a difference in the lives of the patients and families who benefit from your unselfish gifts of life. It’s about helping patients like Shayne who at just 18 months old was diagnosed with acute lymphocytic leukemia and needed dozens of blood transfusions. Today, 10-year-old Shayne, who has been in remission for eight years, is a fourth-grader who loves baseball, basketball and throwing the shot put for the USA Track and Field Youth Division, where he finished 11th in New Jersey during his first year of competition! It’s about helping Eleanor who needed blood after being diagnosed at age 15 with bone cancer. Eleanor, who recently celebrated five cancer-free years, has just started her senior year at college!



It is with a heavy heart that we mourn the loss of our tiniest “Face” at Community Blood Services. In March, 8-year-old Elizabeth lost her valiant fight with a brain tumor. Elizabeth and her Uncle Anthony, a trustee at Community Blood Services, were the perfect team, tirelessly raising awareness of the need for donations for our littlest patients. Anthony, now a trustee on the Board at Community Blood Services, continues to support the center’s mission and Elizabeth’s memory through his community outreach. Anthony reminds community members about why it’s important to donate and how the need can touch anyone’s life at any time.

## It's Academic: Our Community's Blood Supply Depends on High School Donors

Coach Tom Curry, athletic director at Bergenfield High School, is very proud of the students there, and with good reason. For the past three years, the Bergenfield "Bears" student community has participated in two blood drives a year with Community Blood Services and the number of units collected is impressive! Students registering to donate blood at drives this past school year topped 490, while the total number of pints collected stands at 425.

"The students here take great pride in the sense of giving back," Coach Curry says. "Community Blood Services makes the students feel like they are doing something really special. Saving lives is the ultimate gift."

In addition to hosting these super blood drive events, Bergenfield students also give of their time by volunteering at Community Blood Services in the donor canteen in Paramus as part of their community service. Community Blood Services appreciates the support it gets each year from its high school, college and Vo-tech students, all 16 years and older.

**"Last year, 70 high schools ran blood drives with 7,360 student donors. The hope is that number will be surpassed during the 2013-2014 school year." said Grace Gehrke, senior recruitment manager. "We depend upon our dedicated students and faculty to meet the needs of our hospitals."**

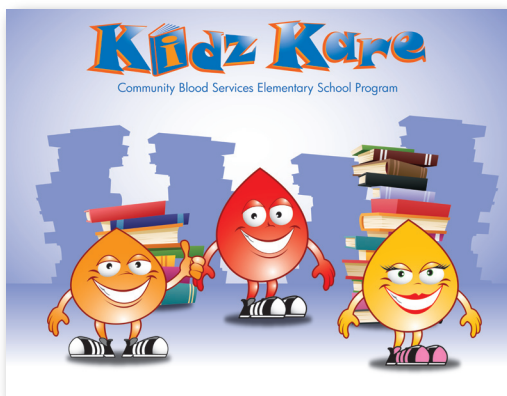


Community Blood Services recognizes the extraordinary commitment of individual students to volunteer blood donation by offering an academic scholarship program. [Click here](#) to learn how to sponsor a blood drive or for information about the scholarship program.

### Did You Know?

Blood donations from high school students account for 10% of our community's blood supply. These students are a primary source of first-time donors and help ensure the future stability of the blood supply.

## Our Youngest Recruiters, Our Future Blood Donors!



Community Blood Services knows educating our elementary and middle schoolers about the importance of blood donation in saving lives must start early. The KidzKare program was created especially for these youngsters to encourage them to participate in school-sponsored blood drives and show them how to recruit their teachers, parents and adult neighbors as life-giving blood donors. They can be proud of taking the initiative to hold blood drives, earn books and, most important, save lives!

For every donor a student recruits, a book is donated to their school's library or designated educational program. KidzKare can be part of an individual or class project and illustrates to students and their families the important role they can play in helping to save lives in their community.

Setting up a blood drive for the KidzKare Program is easy as ABC. An account manager at Community Blood Services will work closely with the school's blood drive coordinator to ensure a successful drive. As a result, these students will be well prepared to become blood donors themselves in high school and, hopefully, for many years to come.

[Click here](#) for more information about KidzKare or call **201-389-0350**.

### Upcoming KidzKare Blood Drives:

#### Marcia Altman Girl Scout Drive

Sunday, September 29  
9 a.m. – 1:30 p.m.  
Temple Beth Or  
56 Ridgewood Road  
Washington Twp, NJ

#### Meadowbrook Elementary School

Wednesday, October 23  
3 –7 p.m.  
Stony Brook Swim Club  
183 Cedar Hill Lane  
Hillsdale, NJ



**Thanks**  
**Maria Dalmau**  
for naming our  
newsletter!

## Giving Comes in Many Forms

In addition to volunteer blood donations, bone marrow registrations and cord blood stem cell donations, we rely upon the generous financial contributions made by individuals like you, as well as by corporations, foundations and other community groups, to support our not-for-profit organization's life-giving programs and services. Your tax-deductible contribution directly supports:

- The HLA Registry, which tissue-types donors for potential bone marrow transplant matches
- Our KidzKare Program, which provides elementary and middle school children with much-needed books for their school libraries
- The New Jersey Cord Blood Bank (NJCBB), which provides transplants for patients diagnosed with more than 90 life-threatening diseases, including leukemia and sickle cell disease
- Our Blood Services, which provides blood products to more than 18 hospitals in New Jersey and New York for patients in need of transfusions.

Every little bit helps. Financial contributions from community-based organizations, corporate neighbors, academic and civic leaders, and donors like you will ensure we can continue our tradition of caring for the next 60 years.

**Please call Lauren Rosano at 201-705-1663 or email her at [irosano@cbsblood.org](mailto:irosano@cbsblood.org) to learn more about making your tax-deductible donation.**



[Like us](#) on Facebook

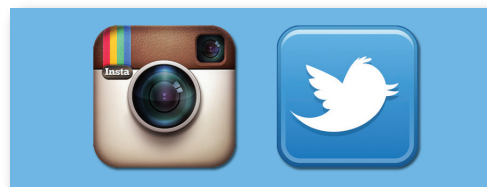
## Follow Us and Stay Connected!

Community Blood Services is working hard to keep pace in the ever-evolving social media world by increasing its networking capabilities with volunteer donors like you and others with whom we want to stay connected day to day.

Social media provides a two-way street that allows you to communicate back with us by sharing your thoughts about our postings and photos. We're especially excited that our Facebook page recently reached a milestone 3,000 "Likes" thanks

to many of you, and in the coming months we look forward to significantly increasing our followings on Twitter (@cbsblood) and Instagram (@communitybloodservices).

By connecting with us on these sites you can be the first to know when there's an



urgent need for your blood type; get the latest news regarding promotions, special events and our donor clubs; learn about blood and bone marrow drives in your area; and view pictures, stories or videos of our donors and patients. We hope you'll follow us (and ask your friends and family members to do the same!) so you don't miss any future news, fun facts, calls to action or contests. Hope to "talk" to you soon online!