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For Immediate Release

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**World Blood Donor Day: June 14, 2018**

*It's about saving lives. And reducing trypanophobia!*

SEATTLE — World Blood Donor Day is an annual event thanking active blood donors and encouraging new donors, especially younger people and those unfamiliar with how organizations like Bloodworks Northwest collect lifesaving blood for patients.

One factor that deters some people from giving blood is surprisingly common. It's called trypanophobia -- discomfort or fear of needles, blood draws and injections. A national study by Harris Poll on behalf of Bloodworks recently found that about 30 percent of non-donors noted "discomfort with needles" to explain their decision.

"We have great compassion, gratitude and respect for all our donors," said James P. AuBuchon, MD, president and CEO of Bloodworks. "The brief needle encounter our donors experience involves professional staff using the highest-quality technology available to maximize comfort, safety and security."

Getting more comfortable with routine medical procedures like vaccinations, flu-shots, medical testing and dental care is a positive goal for many. "Even regular donors can be uneasy about needles, but knowing their generous gift could save someone's life -- and have a huge community impact -- motivates them," AuBuchon said. "When donating blood reduces trypanophobia it also helps folks feel more comfortable about accessing the medical and dental care needed to keep them and their families healthy."

The need for blood becomes more urgent during the upcoming summer months when schools are out and families are on vacation. It takes about 800 donors a day to meet the needs of the nearly 100 hospitals depending on Bloodworks. Bloodworks is urging donors of all ages to schedule an appointment online at [schedule.bloodworksnw.org](http://schedule.bloodworksnw.org) or by calling 1-800-398-7888. To find a mobile drive near your work or home, visit [bloodworksnw.org](http://bloodworksnw.org).

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**About Bloodworks Northwest**

Bloodworks is backed by 70 years of Northwest history and 250,000 donors. It is local, nonprofit, independent, volunteer-supported and community-based. A recognized leader in transfusion medicine, Bloodworks serves patients in more than 90 hospitals in Washington, Oregon and Alaska — partnering closely with local hospitals to deliver the highest level of patient care. Patients with traumatic injuries, undergoing surgeries or organ transplantation, or receiving treatment for cancer and blood disorders all depend on our services, expertise, laboratories and research. For more information, visit [bloodworksnw.org](http://bloodworksnw.org)

**Research Methodology**

The national survey was conducted online by Harris Poll on behalf of Bloodworks NW from January 19-23, 2018 among 2,275 U.S. adults ages 18 and older. The survey is not based on a probability sample and no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact John Yeager Senior Media Content Strategist/Bloodworks Northwest 425-765-9845.