



**American Red Cross**  
Badger-Hawkeye Blood Services Region

# *Press Conference Advisory*

FOR IMMEDIATE RELEASE

**WHEN: Tuesday, September 2, 2003**

**WHERE: State Capitol Rotunda in conjunction with Capitol Blood Drive**

**TIME: 12 Noon**

## **Legislators Form B.L.O.O.D. Coalition to Encourage Constituents to Donate Blood**

*Press Conference set to kick-off the Bipartisan Legislators Organized for Outreach to Donors Coalition*

Madison, WI - August 27, 2003 – In an effort to help improve the nation’s blood supply, legislators from across Wisconsin are joining together to educate citizens on just how important giving blood really is. Members of the **Bipartisan Legislators Organized for Outreach to Donors**, or **B.L.O.O.D.**, bring their support in educating constituents about the importance of blood donation, awareness of donation opportunities and increasing blood donor levels throughout Wisconsin.

“We are proud to join in the mission of saving lives, and look forward to spreading the message about the constant need for blood donations,” said Senator Carol Roessler (R-Oshkosh), co-chair of the B.L.O.O.D. Coalition. “As the coalition works together, we hope to accomplish the task of building awareness of the need for blood, as well as helping build the blood supply.”

“The American Red Cross is honored to recognize and support this diverse group of committed legislators,” said Josephine W. Musser, CEO, Badger-Hawkeye Red Cross Blood Services Region. “We know we can count on the many generous citizens of this great state to step forward and give blood for their family and friends right next door and across the nation.”

B.L.O.O.D. Coalition members will present constituents with news and other material regarding blood drives in their districts; donor education materials; and promote public policy, which will enhance the ability for citizens to donate blood.

“As legislators, it is our duty to support and present programs that truly benefit communities and lives throughout our state and this nation,” said Representative Curt Gielow (R-Mequon), co-chair of the B.L.O.O.D. Coalition. “Red Cross blood drives are one of those important and necessary community initiatives that enhance volunteerism, build humanitarian principles, and provide an opportunity for citizens to give of themselves in order to help others.”

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Under normal circumstances, every two seconds someone in America will need a blood transfusion. Blood transfusions are used for trauma victims - due to accidents and burns - heart

surgery, organ transplants, women with complications during childbirth, newborns and premature babies, and patients receiving treatment for leukemia, cancer or other diseases, such as sickle cell disease.

“Many people are unaware that donated blood is frequently in short supply,” said Senator Judy Robson (D-Beloit), a registered nurse, co-chair of the B.L.O.O.D. Coalition. “My colleagues and I are here to encourage more people to become *regular* blood donors.”

According to the most recent data from the National Blood Data Resource Center, U.S. hospitals transfused nearly 14 million units of whole blood and red blood cells to 4.9 million patients in 2001 - that's an average of 38,000 units of blood needed on any given day.

“Wisconsin already has an amazing track record when it comes to the generosity of its citizens,” said Representative Sheldon Wasserman (D-Milwaukee), co-chair of the B.L.O.O.D. Coalition. “With their continued support, blood will be available for family and friends, wherever they may live.”

*Bipartisan Legislators Organized for Outreach for Donors (B.L.O.O.D.) Coalition Members*

Sen. Carol Roessler (R - Oshkosh) – <i>Co-Chair</i>	Sen. Judy Robson (D - Beloit) – <i>Co-Chair</i>
Rep. Curt Gielow (R-Mequon) – <i>Co-Chair</i>	Rep. Sheldon Wasserman (D-Milwaukee) – <i>Co-Chair</i>
Sen. Ron Brown (D-Eau Claire)	Sen. Russ Decker (D-Weston)
Sen. Dave Hansen (D-Green Bay)	Sen. Sheila Harsdorf (R-River Falls)
Sen. Mary Lazich (R-New Berlin)	Sen. Bob Jauch (D-Poplar)
Sen. Mark Meyer (D-La Crosse)	Sen. Jeff Plale (D-South Milwaukee)
Sen. Fred Risser (D-Madison)	Sen. Cathy Stepp (R-Sturtevant)
Rep. Spencer Coggs (D-Milwaukee)	Rep. J.A. "Doc" Hines (R-Oxford)
Rep. Samantha Kerkman (R-Powers Lake)	Rep. Rob Kreibich (R-Eau Claire)
Rep. Bonnie Ladwig (R-Racine)	Rep. Tom Lothian (R-Williams Bay)
Rep. Mark Pettis (R-Hertel)	Rep. Marlin Schneider (D-Wisc. Rapids)
Rep. Dan Schooff (D-Beloit)	Rep. Gary Sherman (D-Port Wing)
Rep. John Townsend (R-Fond du Lac)	Rep. Steve Wieckert (R-Appleton)
Rep. Lena Taylor (D-Milwaukee)	Rep. Jeff Stone (R-Greenfield)
Rep. Glenn Grothman (R-West Bend)	

**About the American Red Cross:**

**The Red Cross collects nearly half of the nation’s blood supply. The Red Cross Badger-Hawkeye Blood Services Region serves hospitals in parts of four states and collects nearly 1,000 units of blood every day. The Badger-Hawkeye Region has been collecting blood from generous volunteer donors in parts of Eastern Iowa, Wisconsin, Upper Michigan and Northern Illinois since June of 1950.**

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Senator Carol Roessler (R-Oshkosh)  
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Representative Curt Gielow (R-Mequon)  
Coalition Co-Chair – (608) 266-0486

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