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Media Release

Giving the gift of blood

The Royal United Hospital is appealing to the public to make someone very happy this Christmas with the gift of blood. Although it's a very busy time of year, sparing an hour to donate blood before the holidays could help save a life.

Winter is a busy time for the NHS and although the RUH is well prepared for an increase in the demand for services, there are factors that can make it difficult for people to make their regular blood donations at this time of year.

Transfusion specialist at the RUH, Helen Maria, says: "Illness, poor weather, being away from home or just being very busy at this time can impact on the number of donations made at Christmas. However, our hospital often admits many more sick people than usual over the winter so we use a lot of our blood stock.

"Most towns and villages are visited by the blood donation teams, and they try to increase the amount of sessions they hold to make up for seasonal shortages. You can find out where your nearest session is by phoning 0300 123 23 23 or visiting the National Blood Service website www.blood.co.uk.

"Keeping your appointment to donate blood, or even making this Christmas the first time you donate will make a big difference to our blood supplies. This will ensure that someone somewhere will be able to enjoy Christmas this year and for many years to come."

Ends

Notes:

For more information or interview requests, please contact the Communications Team on 01225 825799