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For Immediate Release

OVERLOOK HOSPITAL UPGRADES BLOOD DONOR SERVICES, SEEKS DONATIONS FOR STATEWIDE DRIVE

SUMMIT, NJ JANUARY 10, 2008 – In an effort to make giving blood easier and more comfortable, [Overlook Hospital](#) will open a new, redesigned blood donation room this month, while also participating in a month-long statewide initiative to increase blood donations throughout New Jersey. The initiative, sponsored by the New Jersey Blood Bank Task Force, is a direct response to a severe blood shortage throughout the state. Overlook will hold a blood drive at the hospital on January 15.

More than 500,000 units of blood are transfused in New Jersey hospitals each year, though donations from volunteer blood donors do not keep pace. According to state blood center officials, more than 72,000 units of blood were imported in 2006 to meet the needs of patients in New Jersey hospitals. Through public awareness and education, the New Jersey Blood Bank Task Force, the State Department of Health and Senior Services and NJHA have been working together to reverse this trend. A proclamation was issued by the Legislature, designating January as New Jersey Volunteer Blood Donor Awareness Month.

Later this month, Overlook Hospital will debut its new blood donor room, offering patients a more convenient, comfortable and private setting to make blood and platelet donations. Blood donor services will be located on ground floor, just beyond the main lobby of the hospital, and is wheelchair accessible.

“The donation of blood and platelets is one of the most precious gifts a person can give and we want those who do to feel comfortable and appreciated,” said Loretta Ferrara, blood donor recruiter for Overlook Hospital.

The new blood donor room will feature five donor chairs, with privacy screens and adjustable lighting. The new room will include two medical interview rooms, both of which are completely private and larger than the smaller, single interview room in the previous space. The new room will also include a separate room for blood processing and storage, in order to separate these services from blood donation and reducing noise near the donors.

Overlook Hospital Blood Drive:

WHEN: Tuesday, January 15, 2008, from 8:20am to 3:00pm

WHERE: Blood Donor Room, Third Floor, West Wing, Overlook Hospital, 99 Beauvoir Avenue, Summit, NJ

To make an appointment, or for more information, contact Loretta Ferrara, Blood Donor Recruiter, 973-971-5747.

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