**World Blood Donor Day 14th June 2023 – ‘Give blood today, we count on you’**

 “On the 14th of June 2023, World blood donor day will again be celebrated throughout the World. Officially designated as an annual event by the World Health Organisation in 2005, the day provides a special opportunity to celebrate and thank voluntary donors throughout the World for their gift of blood and has become a major focus for action towards achieving universal access to safe blood transfusion,” said IBTS Director of Donor Services & Logistics Paul McKinney.

“Every single blood donation is a precious lifesaving gift and regular voluntary unpaid donations are the key to building a safe and sustainable blood supply. Access to a secure blood supply based on voluntary unpaid donation is vital for all patients including many requiring life-long and regular transfusions for conditions such as sickle-cell anaemia and thalassemia.

“The IBTS slogan for 2023 World blood donor day campaign is ‘*Give blood, we count on you’*. It focuses on patients requiring life-long transfusion support and underlines the role every single person can play, by giving the valuable gift of blood or platelets. It also highlights the importance of giving blood or platelets regularly to create a safe and sustainable supply of blood and blood products that can be always available, so that patients in need can receive timely treatment.

The objectives of this year’s campaign are to:

* Celebrate and thank individuals who donate blood and encourage more people to become new donors as well.
* Encourage people in good health to donate blood regularly to transform the quality of life for transfusion dependent patients and help build a secure blood supply in Ireland and all countries in the World.
* Focus attention on donor health and the quality of donor care as critical factors in building donor commitment and a willingness to donate regularly.
* Highlight the critical roles of regular voluntary unpaid blood and platelet donors in achieving universal access to safe blood products for all.
* Mobilise support at national, regional and global levels among governments and development partners to invest in, strengthen and sustain national blood programs.

“As part of World Blood Donor Day (WBDD) 2023, the Irish Blood Transfusion Service (IBTS) has worked closely with the GAA in Páirc Uí Chaoimh to encourage as many players and supporters in Munster and beyond to attend blood donation clinics nationwide,” he added

The IBTS is also launching our new donor on-line appointment web portal Giveblood which allows donors to make their donation appointments on line.

**Host for World Blood Donor Day 2023 events**

The host country for World Blood Donor Day 2023 is Algeria through its National Blood Transfusion Service.

**ENDS**