



News Release

STANFORD UNIVERSITY MEDICAL CENTER

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STANFORD BLOOD CENTER AND CENTRAL SELF STORAGE HOLD BLOOD DRIVES IN RESPONSE TO SAN JOSE STATE UNIVERSITY'S BLOOD DRIVE BAN

STANFORD, Calif. —After hearing of San Jose State University (SJSU) President Don Kassing's decision to ban blood drives on campus, Cathi Rosas, Regional Manager of Central Self Storage, offered to host several summertime blood drives with Stanford Blood Center. Due to increased usage at area hospitals, Stanford Blood Center is critically low in types O, A-positive, and B-negative. Both entities hope that this series of six blood drives will boost inventory during the particularly difficult summer months.

The impact of SJSU's decision to ban on-campus blood drives is not yet clear, but close to 1,000 units of blood were collected there each year by Stanford Blood Center and American Red Cross. Rosas takes that decision personally: "I was saddened by SJSU's decision to ban blood drives; Stanford Hospital saved my husband's life in 1994 and donating blood is the right thing to do," she said. Rosas approached Stanford Blood Center about holding blood drives during Central Self Storage's Customer Appreciation Days at several of their Bay Area locations. Existing customers will be treated to hot dogs and sodas; new customers will receive move-in discounts; and blood donors will be given a storage rental credit.

With an already-low blood supply, Stanford Blood Center is bracing for the next few months. The combination of increased demand from hospitals, and the anticipated summertime dip in blood donations has Stanford Blood Center on their toes. "This generous gesture from Central Self Storage could not have come at a better time," said Stanford Blood Center spokesperson Brooke Krannich. "Stanford Blood Center usually asks companies to host blood drives for their community, so to have Central Self Storage approach us is phenomenal—especially during the summer 'drought'," Krannich said.

Central Self Storage's Customer Appreciation Day Blood Drives will be held from 11 a.m. until 2 p.m. on the following days: Saturday, June 7 in Alameda; Saturday, June 14 in Burlingame; Saturday, June 21 in Daly City; Saturday, June 28 in Milpitas; Saturday, July 12 in San Jose; and Saturday, July 26 in Pleasanton. Browse to www.centralselfstorage.com for detailed location information.

Donors can call Stanford Blood Center at (650) 723-7831 or toll-free (888) 723-7831 to make an appointment. Donors should be in good health with no cold or flu symptoms. They must eat well prior to donation, drink fluids and present photo identification at the time of donation. The process takes about an hour. For more information or to schedule an appointment online, please visit <http://bloodcenter.stanford.edu>.

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Stanford University Medical Center integrates research, medical education and patient care at its three institutions — Stanford University School of Medicine, Stanford Hospital & Clinics and Lucile Packard Children's Hospital at Stanford. For more information, please visit the Web site of the medical center's Office of Communication & Public Affairs at <http://mednews.stanford.edu>.