

Life.

GIVE BLOOD. GIVE LIFE.



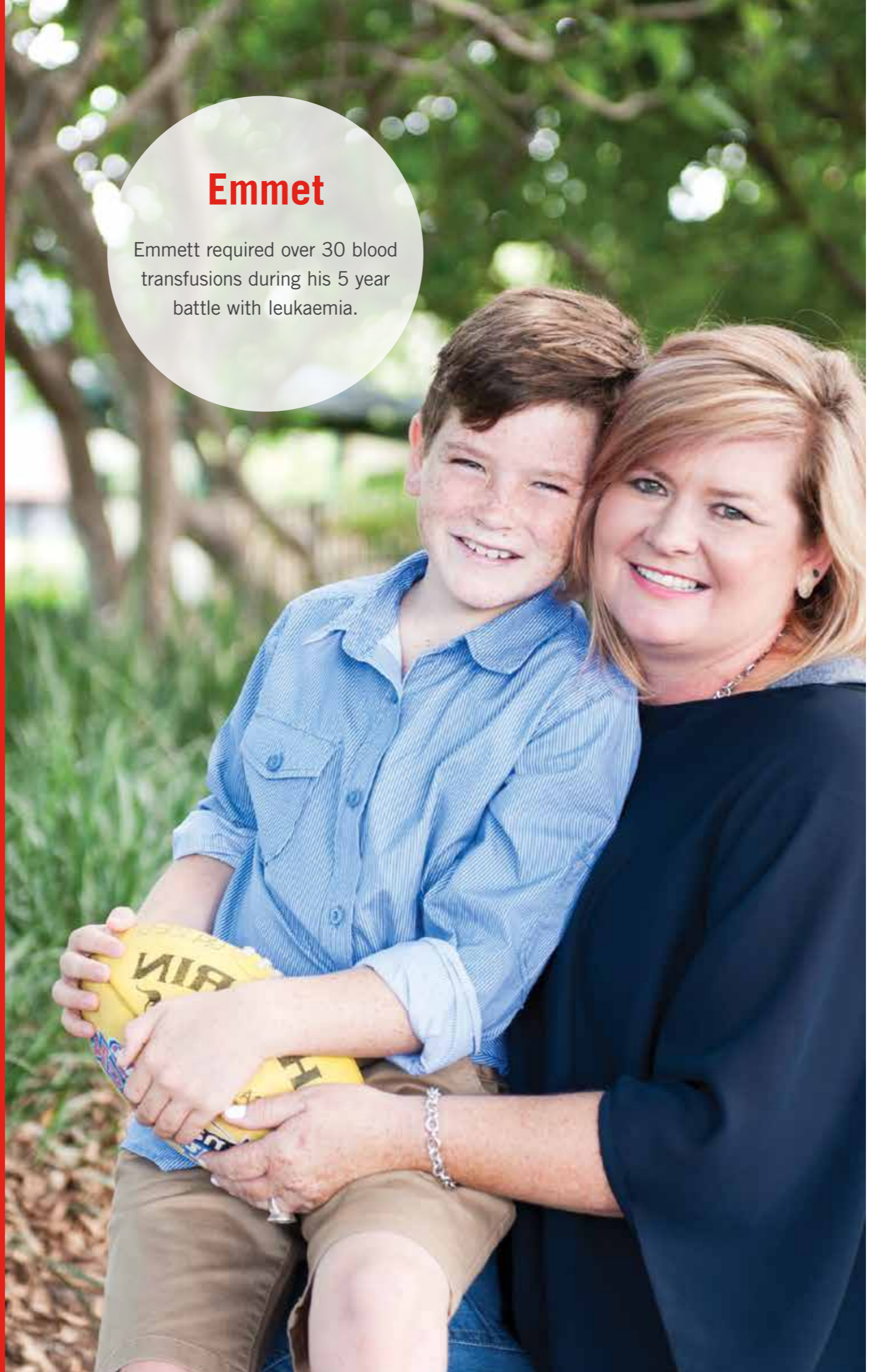
WORLD BLOOD DONOR DAY
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SAVE LIVES THIS WINTER

Every winter cold and flu symptoms take their toll on donors.

If you're fit and well, please roll up your sleeves and give blood.

Call 13 14 95
or visit donateblood.com.au



Emmet

Emmett required over 30 blood transfusions during his 5 year battle with leukaemia.

WINTER 2015

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BLOOD GIVES NEW LIFE TO BABY ZOE

Ⓢ Commander Anthony Holley: Navy Medical Specialist, is in Tarin Kot, Afghanistan, to support the medical personnel in the Middle East Area of Operations.

Image by Corporal Ray Vance.

FROZEN BLOOD ON THE FRONTLINE

“The fast and safe supply of blood products can save the lives of our Australian Defence Force (ADF) personnel.”



We all freeze things to keep them fresh for longer and avoid waste, but some things freeze better than others. Just like for food, freezing blood components can extend storage and transport options, but specialised processes are needed to make sure frozen components can still do their life-saving work when they're thawed. New research from the Blood Service puts Australia at the forefront of research into frozen blood technologies.

Blood for use in transfusions is separated into three components: red cells, platelets and plasma, each of which has its own ideal storage conditions and shelf-life. Short shelf lives, from just only five days for platelets and six weeks for red blood cells, make it a real challenge to supply blood products to rural and remote areas.

For example, during combat, the fast and safe supply of blood products can save the lives of our Australian Defence Force (ADF) personnel. Frozen platelets prepared by the Dutch military have been used extensively to treat wounded military personnel in Afghanistan, including Australian soldiers.

After over five years of research, a Blood Service Research and Development team in Sydney, led by Dr Denese Marks, has developed and implemented a process for preparing deep-frozen blood components in Australia. This ground-breaking work extends the shelf-life of blood components to up to 10 years by adapting and developing blood freezing and thawing technologies – known as cryopreservation.

“It's been a two-step process,” explained Dr Marks. “We have translated a process from our Blood Service Research and Development laboratories to our Manufacturing division and then we've achieved the next step of transferring that knowledge and process to the ADF,” said Dr Marks.

“It was a learning experience for us to translate our research to an external party that is very different from the Blood Service.”

Blood Service researchers have gained particular expertise in the cryopreservation (protecting during deep freezing) of platelets, which are the most difficult component of blood to freeze and thaw successfully.

“The freezing process makes platelets sticky and want to clump together,” explains Dr Lacey Johnson, a research fellow who is internationally recognised for her work on cryopreserved platelets.

“The process for freezing platelets is very different to what is normally done for any of the blood products that we manufacture, so we put a lot of work into understanding those differences and how they are important to the process.”

This research will allow the ADF to provide a standard of care for our soldiers deployed overseas that is similar to what they might receive in Australia. “Modern trauma protocols require that you transfuse red cells, plasma and platelets. At the moment the best the ADF has been able to do in the field is to give red cells, but this work will mean they will

be able to use our products to give the best care to Australian soldiers who have been wounded,” said Dr Marks.

Although frozen platelets have been used previously in emergency military applications, only one clinical trial has been conducted to date using frozen platelets in a civilian setting. Clinical trials outside combat zones are important to obtain results that can be closely monitored over an extended period of time. To extend our knowledge of the effects of frozen platelets in patients, the Blood Service is participating in a clinical trial of frozen platelets (the ‘CLIP’ trial). The study will compare the use of frozen platelets with fresh liquid-stored platelets in patients undergoing cardiac surgery, and will provide valuable data to support the use of frozen platelets in non-military applications in the future.

Dr Johnson and Dr Marks are now part of an international working party to compare and standardise methods for preparing frozen platelets. As Dr Marks notes, the Blood Service's success so far in this field has meant that “since we've started this project a lot of other countries are coming to us for advice.”

Prof David Irving, Director of Research and Development at the Blood Service, says, “This has been a real milestone. It's the culmination of a great team effort over the past five years to what are now potential new products.”

GIVE FREELY. GIVE OFTEN. BLOOD DONATION MATTERS

On Sunday 14 June, blood donors from across the world will be celebrated as part of World Blood Donor Day.

The focus of this year's annual celebration is to highlight and thank voluntary unpaid blood donors for giving such a precious gift that saves millions of lives every year.

World Blood Donor Day also strives to create wider awareness throughout the world about the need for more donors to donate regularly and voluntarily. Through the mantra "Give Freely. Give Often. Blood donation matters." the World Health Organisation (WHO) initiative aims to encourage more donors to roll up their sleeves ... for free.

In Australia, we know only one kind of blood donation – voluntary. But across the world there are two other types of blood donors:

- Family/replacement, and
- Paid.

While a voluntary blood donor receives no payment of any kind, both family/replacement and paid donors have another incentive for donating blood.

Family /replacement donors give blood when it's required by a member of their own family or community. Although this usually involves the patient's relatives donating blood, in some cases it's compulsory for every patient who requires a transfusion to provide a specified number of replacement donors on emergency admission to hospital or before planned surgery.

Paid or commercial donors give blood in return for payment or other benefits.

This includes people who may have a contract with a blood bank to supply blood for an agreed fee, or even people that try to sell their blood to more than one blood bank or approach patients' families and try to sell their services as a replacement donor.

While on face value, providing an extra incentive to motivate donations might seem like a great idea, according to the World Health Organisation, it comes at a price – in more ways than one.

Research studies have shown the prevalence of blood-borne infections is generally higher in paid donors. The concern is that by incentivising blood donation, 'at risk' donors are more likely to hide risky behaviours at the time of the donor screening because they have another agenda – an incentive – which could potentially affect the safety of blood supply.

The WHO believes the best way to guarantee an adequate and reliable supply of safe blood is through a stable base of regular, voluntary, unpaid blood donors. This is one of the reasons why Australia has one of the safest blood supplies in the world.

The WHO's goal is for all countries to obtain all their blood supplies from voluntary unpaid donors by 2020.

Australia is currently one of only 62 countries around the world where national blood supplies are based on close to 100 per cent voluntary unpaid blood donations.

With more than 100 countries still relying on paid or family donors, World Blood Donor Day hopes to raise the awareness needed to get more countries one step closer to the 2020 goal.

Benefits of voluntary blood

- A regular, more stable supply of blood particularly in emergency situations
- Safer blood for patients
- Less wastage of blood – as it is less likely unusable blood will be collected
- The rewards of knowing you have helped save three lives!

For more information, visit: who.int/en



LIST OF COUNTRIES REPORTED COLLECTION OF BLOOD FROM ALMOST 100% VOLUNTARY NONREMUNERATED BLOOD DONORS 2011

- | | | | |
|---|--------------------------------|-----------------------|--|
| 01. Australia | 16. Estonia | 32. Monaco | 48. Spain |
| 02. Austria | 17. Finland | 33. Mongolia | 49. Suriname |
| 03. Belgium | 18. France | 34. Namibia | 50. Swaziland |
| 04. Botswana | 19. Hungary | 35. Netherlands | 51. Sweden |
| 05. Brunei Darussalam | 20. Iceland | 36. New Zealand | 52. Switzerland |
| 06. Burundi | 21. IRAN (Islamic Republic of) | 37. Nicaragua | 53. Thailand |
| 07. Canada | 22. Ireland | 38. Norway | 54. Turkey |
| 08. China | 23. Israel | 39. Portugal | 56. United Arab Emirate |
| 09. Cook Islands | 24. Italy | 40. Republic of Korea | 57. United Kingdom of Great Britain and Northern Ireland |
| 10. Côte d'Ivoire | 25. Japan | 41. Romania | 58. United States of America |
| 11. Croatia | 26. Kenya | 42. Rwanda | 59. Zambia |
| 12. Cuba | 27. Latvia | 43. San Marino | 60. Zimbabwe |
| 13. Cyprus | 28. Luxembourg | 44. Singapore | |
| 14. Democratic People's Republic of Korea | 29. Malawi | 45. Slovakia | |
| 15. Denmark | 30. Malaysia | 46. Slovenia | |
| | 31. Malta | 47. South Africa | |

FACES OF DONATION



🕒 **Donor:** National Rugby League Gold Coast Titans player Ben Ridge is #1 in our book! He just made his first donation at the Robina Blood Donor Centre on the Gold Coast.



🕒 **Rotary Blood Drive:** Australian Rotary Districts Blood Challenge was launched in April. Which District will save the most lives? **Pictured:** Donor Bruce de Graaf and Community Relations Officer Elissa King.



🕒 **Donor:** In 1994 Senior Constable Derrick McManus (seen here with his son and cousin) was shot 14 times. Derrick received 24 units of blood in hospital: four times his body's blood volume! Twenty years on, Derrick gives back through donations of his own.

RED25

EMERGENCY SERVICES 2015

Have you spotted any of our uniformed friends at your local donor centre recently?

The Emergency Services Blood Challenge is now on between the emergency services organisations in each state to see who can save the most lives through blood donation.

Our ambulance, fire, police and state emergency services personnel are heroes in their daily duties, and between 1 June and 31 August they will be saving lives in a different way, by rolling up their sleeves and giving blood together.

This annual friendly competition now ranks as one of Australia's largest sector blood drives.

Good luck to all our fantastic service men and women – we thank you for your life-saving donations and look forward to announcing the results of another successful year!



🕒 **Red25:** Emergency Services Blood Challenge.



LEARNING TO SAVE LIVES

Senior high school students across the country recently came together for the 2015 Red25 Youth Ambassador Program (YAP) to gain the skills and knowledge needed to become a Red25 youth ambassador.

YAP offers students an opportunity to embark on a leadership role, learning organisation, planning and marketing skills so they can give back to their community by being an advocate for blood donation.

40 training days have been held since February this year, involving over 200 schools and nearly 750 students – all eager to help save lives by raising awareness of the vital importance of blood donation.

At the training days students discovered what blood is made of, the different blood types, what blood is user for, who can donate and the donation process.

Students are now putting this knowledge to excellent use by organising blood drives among their friends, creating friendly competitions to help get more people involved, and being passionate advocates for the Blood Service.

All schools participating in YAP are registered to Red25, where they can track and tally the incredible contributions their school community is making in blood donations throughout the year.

Towards the end of each school year the Blood Service formally recognises each ambassador and also presents state and national awards for outstanding achievement and service.

Keep an eye out for busy Red25 youth ambassadors in your local community!

ESSENTIAL BLOOD

Essential Energy Employees from Dubbo, New South Wales, and surrounds have jumped on board the Blood Service's new group blood donation program, Red25, to save lives – and they're not taking the responsibility lightly. Their involvement in Red25 all stems from an idea by Daniel Kelly, Senior Engineering Officer and blood donation advocate, to encourage staff to donate blood as part of the organisation's social responsibility program.

When we asked Daniel what motivated him, he explained that it all started with a story he read about milestone donor, James Harrison.

"When I read his article 1,000 Donations and Two Million Babies' Lives Saved I thought, 'Wow! This guy is a hero!' I wondered how I could achieve similar goals."

Knowing the significance of what can be achieved when we unite with others, Daniel's goal is to see 450 Essential Energy employees donate blood this year. That would be enough to help them achieve 1,500 blood donations and save up to 4,500 lives.

Essential Energy has a strong track record with blood donation, contributing 1,200 donations in 2014 and 750 the year before. With Daniel's passion and advocacy, and the assistance of our Red25 support team, we know Essential Energy's people will make the goal a reality.

We think it's so special that James Harrison's commitment to saving lives through blood donation has motivated hundreds more to follow suit. On behalf of all of the Australian patients in need whose lives have been changed as a result of your donations, we thank you Essential Energy.



⌚ **Award winner:** Daniel Kelly receiving an award from Blood Service NSW Community Relations Manager, Richard Webb, on behalf of Essential Energy for their outstanding contribution to the Blood Service in 2014.

BLEEDING GOOD EFFORT BY THE BIG CAT!

Caterpillar Underground Mining has been dominating the mining scene for many years and now its employees in Burnie, Tasmania, have set their sights on saving lives. Earlier this year they took out the top state award in the 2014 Red25 Corporate Challenge, with a grand total of 354 blood donations made for the year.

Blood Service spokesperson, Graham Innes, said this is a fantastic effort by CAT employees.

"That's 1,062 lives they have saved! It is a wonderful expression of CAT employees' generosity to the wider community. Not only that, but they recorded the highest number of donations relative to the size of their workforce."

"CAT's Burnie donors also demonstrate a strong commitment to donating blood on a regular basis, in fact more than twice the national average."

Caterpillar Underground Mining Director, Dan Barich, said he was proud of the employees, but there was still work to be done.



⌚ **Award winner:** Brett Smith, Human Resources Manager, Caterpillar Underground Mining.

"We have some targets to beat this year and I'd like to see if we can get over the 400 donation mark," Mr Barich said. With 106 donations already clocked up this year, we think you'll get there Dan!

Congratulations and thank you to the people at CAT in Burnie.



⌚ **Pictured, L to R:** Sally Gavin, Blood Service Community Relations Officer, Chief of the Defence Force Air Chief Marshal Mark Binskin, and Nathan Plummer, Blood Service National Partnerships Officer.

DEFENCE BLOOD CHALLENGE

Recently the Chief of the Defence Force, Air Chief Marshal Mark Binskin, accepted an award for Outstanding Contribution on behalf of all Defence personnel for last year's Defence blood donation challenge. Members of the Australian Defence Forces gave more than 17,000 blood donations during 2014, potentially saving up to 51,000 lives. This year's challenge runs 1 September to 8 December.



⊖ **Award winner:** Max Green accepting the award on behalf of the Water Corporation from Kit Parker, Western Australia's acting Donor Services Manager at the Red25 launch.

WA'S LARGEST CORPORATE BLOOD DONORS ARE NO WASHOUT

The Water Corporation employees in Perth are perennially WA's largest corporate blood donors and 2014 was no exception.

Having won the WA state challenge in 2013 with 593 donations, they were promoted into the 2014 national Red25 Corporate Challenge where they did WA proud. The Water Corporation won the highest employee participation with 33.9 per cent and were again WA's biggest blood donors with 678 donations, saving up to 2034 lives. They were the state's highest donors for the third year running and received an outstanding achievement award to celebrate this.

Max Green received the awards on behalf of the Water Corporation from Kit Parker, WA's acting Donor Services Manager, at the Red25 launch. Max said it was so rewarding for the organisation and its staff to be part of something so significant and to make a real difference to people's lives.

The key to the Water Corporation's enduring success is very much down to the enthusiasm and passion of their ambassador, Chris Le Juge De Segrais, and her team of 15 coordinators. They have built up a loyal panel of donors, many of whom donate plasma. With the Red25 program seen as a great way to increase employee engagement there is no sign of the Water Corporation employees resting on their laurels.

⊖ **Second donation:** Meredith first donated blood in January after seeing the mobile blood donor centre in Anzac Square whilst the Brisbane Donor Centre was being refurbished. We're delighted to welcome her back for her second donation in the beautiful new centre which is back in business.



⊖ **Milestone donor:** Les Rawlinson, the Gold Coast's top donor ended his 56-year blood donation journey in April after making his 555th donation at Robina Donor Centre.



NATIONAL BLOOD DONOR WEEK COMING SOON!

National Blood Donor Week (NBDW) will take place from 26 July – 1 August this year to celebrate the extraordinary contribution that all blood donors make.

Donors who've reached a milestone of 50 donations and above, in increments of 50, during 2014 will be invited to recognition events held across the country between 25 July and 2 August.

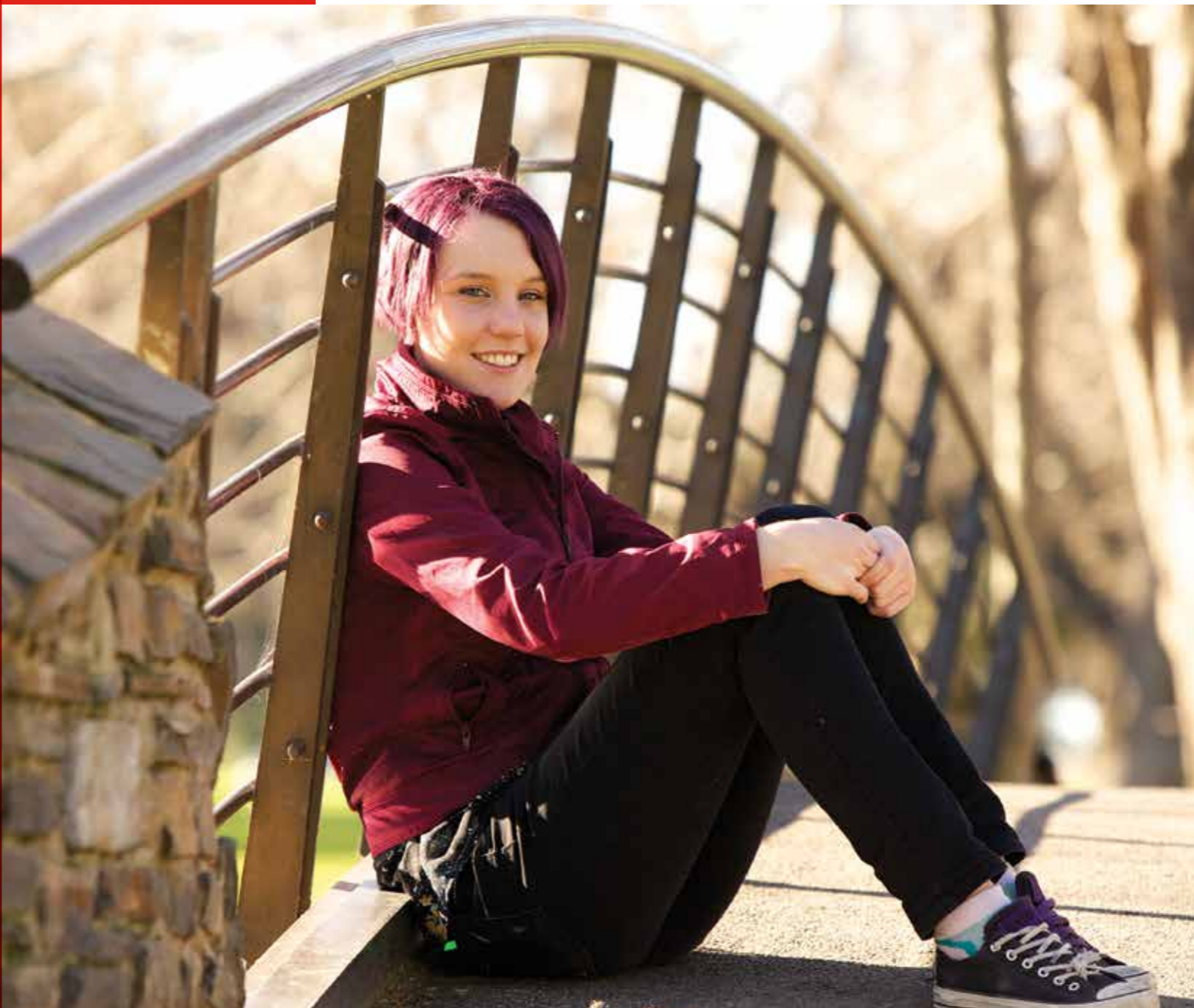


HUMANITARIAN

A GREAT BIG

PART OF

FAMILY



With so many amazing donors giving life-saving blood donations, have you ever considered that you are part of a movement of millions of volunteers who also want to change lives? Australian Red Cross volunteers are part of the world's largest humanitarian organisation as one of 189 Red Cross Red Crescent National Societies around the world!

In Australia alone, there are 22,000 Australian Red Cross volunteers just like you, who are passionate about helping people in need through our humanitarian programs and services. Last year in Australia alone, volunteers helped provide shelter, food or comfort to around 36,000 people affected by emergencies, made daily phone calls to 7,600 people living alone to check they're okay, and

fed 800,000 healthy breakfasts to school children who would have otherwise gone to school hungry.

Meet one of our amazing volunteers

Bianca Hams, 21, was homeless and living at an Adelaide youth shelter when a Red Cross staff member invited her to consider volunteering. At the time, Bianca had never thought about giving up her time to help others and was completely unaware of how to become a volunteer. With a turbulent past facing domestic violence in her family, bullying at school and dealing with mental health issues, Bianca saw volunteering as a great way to use her life experiences to help others and create a greater sense of purpose for herself.

“I thought it would be really cool to give back to the community and spend my time doing something I wanted to do,” Bianca explained.

“At first I wasn't really sure what I'd be volunteering for - I said put me down for anything. I just wanted to help out.”

“I've worked since my early teens in hospitality and retail, but volunteering at Red Cross is a completely different field of work and I love it. It's very humanitarian and definitely makes me feel good - it just picks me up.”

Despite currently being unemployed and homeless, Bianca is highly motivated to inspire others who might also be down on their luck. “Finding myself homeless has been one of the major things that has made me want to help people; I've been to women's shelters, I lived in a motel for a month,” says Bianca. “I had a lot of responsibility growing up as the eldest of seven children and experiencing domestic violence. I was bullied and I did get myself into little bits of trouble here and there. I kind of struggled through school making friends, but it's all brought me here.”

“I've found my passion in volunteering and now I just want to get out there and help people.”

Read more about Bianca's inspiring story at:
redcross.org.au/volunteering-bianca.aspx

Volunteer: Bianca Hams was homeless and living in a youth shelter when she started volunteering with Red Cross and discovered her passion.

BRISBANE DONORS GET THE RED CARPET TREATMENT

Volunteer blood donors may be the community's unsung heroes, but the Blood Service has recognised their contribution by serving up the VIP red carpet treatment at two mobile donor centre sites in Brisbane.

Donors who visited the mobile donor centre between 20 and 24 April at Cannon Hill or Loganholme were made to feel like first-class passengers by being treated to red carpet access and bollards, VIP lanyards, comfortable seating, canapés, silver tray service, non-alcoholic drinks in champagne glasses, lounge music, lavender eye pillows and magazines.

Campaign organiser Melinda Hine said the aim was to increase the frequency of donations at 'super sites' where the mobile donor centre visited monthly for three to five days.

"Blood donors who willingly devote their time and efforts to saving lives deserve to feel special and we wanted to enhance the donor experience and reinforce their value to the Blood Service."

"We received a lot of positive feedback from donors with one commenting that 'it feels like being on a little holiday'," she said.

The mobile donor centre staff went out of their way to ensure donors felt special.

"All the staff and the volunteers on the mobile donor centre went the extra mile to provide extra special customer service and ensure the success of this campaign," Melinda said.

Results of the campaign are promising with 48 and 50 per cent growth in collections in whole blood and plasma respectively since the previous visit at the Loganholme site. The Cannon Hill site experienced 12 and 48 per cent growth in whole blood and plasma respectively. The campaign also brought in 10 additional donations over two days at Loganholme.

Long-time donor Nick Warwick said he enjoyed the VIP treatment but was happy to give blood regardless.

"The red carpet and the food is great but I've been a donor for about eight years and I do it because I want to help others and you never know if you or a loved one may need it one day," he said.



Ⓜ Left: The red carpet.

Ⓜ Right top: Staff member Jade Hannam pours a drink for donor Nick Warwick.

Ⓜ Right bottom: The delicious canapés on offer.

“**Blood donors who willingly devote their time and efforts to saving lives deserve to feel special and we wanted to enhance the donor experience and reinforce their value to the Blood Service.**”

BLOOD GIVES NEW LIFE TO BABY ZOE

Without the generosity of blood donors, parents Michael and Amy would have lost their baby at 19 weeks.

When Amy found out she was pregnant in January 2014, she knew from previous pregnancies that she had rhesus isoimmunisation antibodies in her system. These antibodies can cross the placenta and attack the unborn baby's red cells, causing the baby to become anaemic.

Amy's first blood test showed that her antibodies were at critical levels, putting her unborn baby at risk. "We doubted that we were going to get our happy ending," she said.

At 19 weeks the baby was showing signs of severe anaemia and required her first intra-uterine transfusion.

It was scary for Amy and Michael because their baby was so small. "It was so early and she was so little," Amy said. "Trying to get the needle into the right place was going to be a miracle because she was so small, but they did it."

Their baby received 10 millilitres of blood, which saved her life. She received six more of these transfusions during the pregnancy.

Between transfusions, Amy was treated with intravenous immunoglobulin (IVIg), a product which is made from donated plasma. The IVIg helped to control her antibody levels.

After a total of six transfusions and seven weekly rounds of IVIg, baby Zoe was born via an emergency caesarean at 34 weeks. Amy

was able to cuddle her baby for only five minutes before she was taken away to the intensive care room.

Zoe was very unwell and was suffering from jaundice, which made her skin turn brown. On day seven her health took a critical turn. "Her skin went really, really dark," Amy said. "More blood tests showed that she needed a full exchange transfusion."

This type of transfusion is a long process and involved slowly replacing all the blood in Zoe's tiny body with donated blood.

Amy received a call from the hospital at 1.30am requesting her consent to carry out the procedure.

"The transfusion took the neonatologist four hours to complete and it was the drastic measure that Zoe required to turn the corner," Amy said. "Immediately after you could see the results – it was exactly what she needed."

Remarkably, just three days later Zoe was allowed to go home.

“Ever since she has absolutely thrived, Amy said.

”
"Without the generosity of others, Zoe would have not survived. Our family would not be complete without blood donors."



Ⓜ Recipient: Ever since Zoe had her blood transfusion she has thrived.

RECIPE



EASY CHOCOLATE MOUSSE

INGREDIENTS

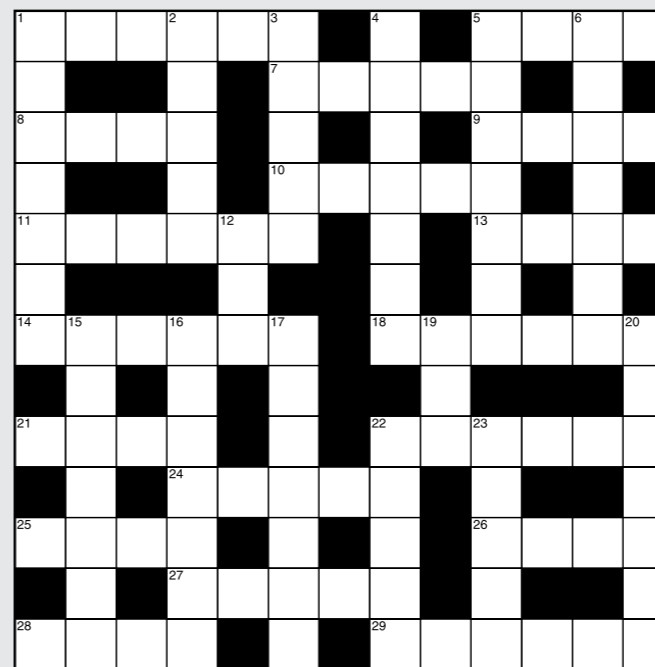
- 200g good quality dark chocolate
- 50g butter
- 4 eggs, separated
- 1 cup (250ml) cream
- 2 tbsp caster sugar

Recipe sourced from kidspot.com.au

METHOD

- 1 Melt chocolate and butter in a heatproof bowl over a simmering saucepan of water or in the microwave. Stir until all melted and smooth. Set aside.
- 2 Whip the cream until soft peaks form.
- 3 In a separate bowl, whisk the egg whites until soft peaks form, then sprinkle on caster sugar and whisk until mixture is thick and the sugar has dissolved.
- 4 Stir the egg yolks into the chocolate mixture, then fold through the cream and then the whipped egg whites.
- 5 Spoon into one large glass bowl, or individual small bowls, cups or glasses!
- 6 Refrigerate for at least two hours before inverting the pan and enjoying.
- 7 Refrigerate for at least three hours.
- 8 Add a few berries for extra deliciousness.

CROSSWORD



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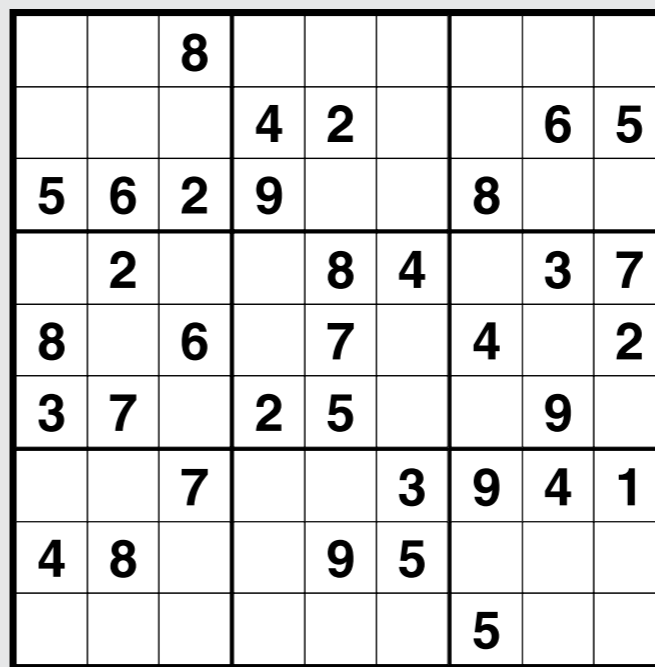
ACROSS

1. Cutting utensil
7. Most rigid
8. Postage sticker
10. Making longer
12. Furthest back
14. Tiny insects
16. Metric weight unit
17. Incapacitated
20. Unnecessarily
23. Adolescent
24. Prominence
25. Earlier

DOWN

1. Jewish food custom
2. Celebrity status
3. Stupefy
4. Edible innards
5. Boldly
6. Periods of growth
9. Stone fruits
11. Medical support worker
13. Slide on snow
15. Unhappily
16. Armed gangsters
18. Act indecisively
19. Narrow lane
21. Nauseous
22. Belonging to you

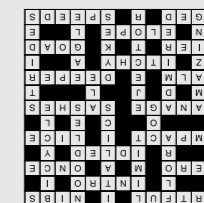
SUDOKU



METHOD

Fill the grid so that every column, every row and every 3x3 box contains the numbers 1 to 9.

SOLUTIONS



Thanks to Lovatts Crosswords & Puzzles for supplying these puzzles.

RECIPIENT STORIES



NANCY'S STORY

Nancy has thalassemia major which means she needs regular blood transfusions to keep healthy and enjoy life.

The Gift of Life

Every month since the age of nine I have needed a blood transfusion of at least three units of blood, which means that 40 people need to donate their blood every year to keep me alive. At the age of 4 I was diagnosed with the genetic blood disorder "Thalassaemia Major". My body can not reproduce sufficient red blood cells. Blood Donors don't realise their blood is going to people like me trying everyday to have a normal life, they know it's going to help someone who has been in an accident, having an operation or saving a life, which is all very special but for me, you are giving me the gift of life.

You keep me alive every month, you give me the opportunity to live, work, be a wife and a great mother, I can't thank you enough and encourage you to continue giving the gift!

Thank you,
Nancy Lucich xxx 



TELL US WHAT YOU THINK.

Send your feedback, ideas and suggestions to life@redcrossblood.org.au

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VISIT: donateblood.com.au