Friday 14th June 2024

World Blood Donor Day 2024 – 20 years promoting safe blood donation

 The theme of this year’s World Blood Donor Day (WBDD) is 20 years of celebrating giving .  The 20th anniversary of World Blood Donor Day is an excellent and timely opportunity to thank blood donors across the world for their life-saving donations over the years and honour the profound impact on both patients and donors. Marking the 20th anniversary of WBDD, iconic buildings and landmark sites in Dublin and around the country  will “go RED” for WBDD on 14th June 2024.  WBDD is a World Health Organisation initiative to promote voluntary unremunerated blood donation across the World.

 “Over the last 20 years World Blood Donor Day has focused attention on the critical need for safe blood for patients across the World.  The summer period is a particular challenge for all blood transfusion services as there is a decline in attendance at clinics over the Summer months. This year, the IBTS has set itself a target of recruiting 15,000 new donors in 2024 to expand the current donor base.

 “World Blood Donor Day is also an opportunity for us to say a huge thank you to all of those donors who make a safe blood supply possible,” said Stephen Cousins, National Donor Services Manager.

 ENDS

Notes to editor

The IBTS needs to collect approximately 3,000 donations a week to maintain the national blood supply
One in four of us will need a blood transfusion in our lifetimes
Blood lasts just 35 days
The most common blood group in Ireland is O positive and it is therefore the blood group in most demand.
O negative, the universal blood group, represents only 8% of the population but is as much as 15% of all blood issued to hospitals