

Resources

Announcement

An announcement of World Blood Donor Day 2006 and its objectives has been sent by the four sponsoring organizations to ministers of health, blood transfusion services, national Red Cross and Red Crescent Societies, national blood donor organizations, United Nations agencies and nongovernmental organizations, seeking their active support for national activities on 14 June 2006 and throughout the year.

The letter can be viewed on the World Blood Donor Day website and WHO's World Blood Donor Day web page (addresses below).

Request for World Blood Donor Day web listing

The World Blood Donor Day website and WHO's World Blood Donor Day web page will be updated regularly up to and beyond 14 June 2006, and will include information about blood safety, planned events for World Blood Donor Day 2006 and links to other websites, as well as useful downloads including the contents of the campaign kit and press materials.

If your organization wishes to share information about the events you are planning or to share a slogan or donor education materials, please use the "Request for World Blood Donor Day web listing" included in this campaign kit or submit online on WHO's World Blood Donor Day web page.

Logo and strapline

The World Blood Donor Day 2006 logo and the strapline "Celebrating the Gift of Blood" will be available in electronic format on the websites of the sponsoring organizations. These may be freely used in materials such as leaflets, posters, stickers, pins, badges, T-shirts and other promotional items.

Press materials

An announcement will be sent electronically to international and national media in advance of World Blood Donor Day informing them about the forthcoming event on 14 June and providing background information on key blood transfusion issues. All media will be encouraged to cover these issues not only on the day itself but throughout the year and national media will also be encouraged to cover World Blood Donor Day events in their countries.

A press kit will be distributed electronically to international and national media shortly before 14 June 2006 with the aim of achieving a high level of media coverage to support international and national campaigns. In accordance with normal media practice, the press release will be embargoed until 00:01 hours on 14 June to achieve maximum global coverage. Press materials will be available on the World Blood Donor Day website and WHO's World Blood Donor Day web page.

Global event

The global World Blood Donor Day event will be held on 14 June 2006 in Bangkok, Thailand, hosted by the Thai Red Cross National Blood Center. Regional, national and local events will also be held in other parts of the world. Details of events will be published on the World Blood Donor Day website and WHO's World Blood Donor Day web page.

<http://www.wbdd.org>

<http://www.who.int/worldblooddonorday>