

# OKLAHOMA BLOOD INSTITUTE



## NEWS RELEASE

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### OBI ASKS DONORS TO OPEN THEIR ARMS TO FIGHT BREAST CANCER

**Oklahoma City; March 27, 2008** – The Central Oklahoma Affiliate of Susan G. Komen For the Cure® and Oklahoma Blood Institute (OBI) invite you to Open Your Arms to Fight Breast Cancer, April 1 to May 22.

One in eight women will develop breast cancer in her lifetime. During chemotherapy and radiation both cancer cells and healthy cells are destroyed, so patients may need blood and platelet transfusions to prevent bleeding or to fight infections. When donors open their arms to patients in need, they are not only doing a good deed – they are extending a lifeline to neighbors, loved ones and friends.

Any donor who gives blood, platelets or plasma April 1 to May 22 at any OBI donor center or mobile drive can elect to forgo the normal t-shirt incentive (a \$4 value) in favor of having OBI make a contribution to underwrite programs at the Komen Central Oklahoma Affiliate. OBI needs your help to ensure necessary blood products are available on-demand for the daughters, mothers and grandmothers in our community who are battling breast cancer right now. If you are unable to donate, please ask a friend or loved one to donate in your name.

OBI is opening its arms to patients in need. We hope you will as well. Donors may schedule an appointment to donate by calling 877-OBI-GIVE or going online at [www.obi.org](http://www.obi.org).

“OBI blood donors offer health, hope, healing and comfort to patients in our local communities year round,” says John Armitage, President and CEO of OBI. “Through this OBI ‘Open Arms’ program, the impact of a local blood donor’s gift doubles to support all women who battle breast cancer and everyone who is fighting for a cure.”

OBI is a non-profit regional blood center providing blood to more than 110 hospitals in Oklahoma and North Texas. OBI encourages donors to visit [www.obi.org](http://www.obi.org) and join the OBI Members For Life appreciation program to begin earning points for valuable online merchandise.

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