

Media Advisory

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World Blood Donor Day

Date: 14 June 2009

Description: Held on 14 June, the World Blood Donor Day is the focus of special activities to pay tribute to the millions of people who selflessly donate the life-saving gift of blood. This year, the World Blood Donor Day theme is "100% voluntary non-remunerated donation of blood and blood components".

The purpose of the celebration on 14 June is to create wider awareness of the needs for safe blood for transfusion and the importance of blood donation as a free voluntary gift to save lives of citizens suffering from severe illnesses or having been hit by accidents.

As the World Blood Donor Day is intended to promote voluntary, non-remunerated blood donation, the European Directorate for the Quality of Medicines and Health Care of the Council of Europe (EDQM), supports all initiatives of its partners in this area, for example the activities of the French Blood Establishment (EFS) and its [regional Alsace section](#) and the activities of the [German Red Cross](#) (DRK) responsible for blood transfusion issues in Germany.

Description: The World Blood Donor Day was created as an annual event in 2005 by the United Nations World Health Assembly and supported by the World Health Organization (WHO), the International Society of Blood Transfusion (ISBT), the International Federation of Blood Donor Organizations (FIODS) and the International Federation of Red Cross and Red Crescent Societies (IFRC).

The Council of Europe is a historic and major player in this field and has supported the initiative from the very beginning. With regard to blood transfusion, co-operation among Council of Europe member states started in the 1950s. The basic aim of this programme of activities is to give mutual assistance in the field of blood transfusion to allow, in case of major catastrophes and public health threats, a good level of co-operation to protect European citizens.

Since February 2007, these activities are run by the EDQM under the aegis of a new steering committee, the European Committee on Blood Transfusion (CD-P-TS.)

Practical information:

- A comprehensive video material in broadcast quality is available on the [Council of Europe's server](#) in English, French and German languages;
- To access these files, please use the following log-in information - **Username:** audiovisual ; **Password (case sensitive):** europe
- [Time-codes and detailed description](#) of the video material

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Further details:

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