

# Media Advisory

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Turkey  
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## World Blood Donor Day: the Council of Europe supports the EFS and the German Red Cross

**Date:** 14 June 2010

**Place:** the European Youth Centre of the Council of Europe (30 rue Pierre de Coubertin, Strasbourg); at Place Gutenberg, Strasbourg and various locations throughout Germany

**Organised by** the Council of Europe the [Alsace section of the French blood services- Etablissement Français du Sang \(EFS\)](#) and the [German Red Cross \(DRK\)](#)

**Description:** World Blood Donor Day provides a unique occasion to pay tribute to the millions of people whose selfless acts allow lives to be saved. This year, the theme for the Day is "New blood for the world".

To meet increasing demands for blood (up 12% between 2005 and 2008) the French and German blood collection services (EFS and DRK) – and those in all European countries – must find new ways to recruit and retain donors, young people in particular. Statistics in some countries show increases in the number of young people giving blood, but there is urgent need for improvement.

The Council of Europe promotes its fundamental principles through work on blood transfusion: notably voluntary, non-remunerated donation and self-sufficiency and cooperation amongst countries. The Council of Europe's EDQM or [European Directorate for the Quality of Medicines & HealthCare](#) supports initiatives of its European partners, particularly the *Etablissement Français du Sang* (EFS) and its Alsace section and the German Red Cross (DRK) responsible for blood transfusion in Germany. (World Blood Donor Day information kit available in both French and German with posters, stickers, pamphlets...)

### How to participate in World Blood Donor Day?

In France, the EFS will again host the "[Festival Globule](#)". This festival of fun and activities, held in 24 cities in France, provides a new way to learn about blood donation. Strasbourg, home of European institutions, welcomes the public at two different sites: the European Youth Centre of the Council of Europe, where the "Festival Globule" will take place, and Place Gutenberg, where free rickshaws will bring donors to the EFS-Alsace blood collection premises.

The event at the European Youth Centre of the Council of Europe will also feature an **important debate** at **2.30 pm** on balancing needs and safety (risk factors to take into account before accepting blood donations).

The German Red Cross will organize a central event in Berlin and many tributes to donors throughout [Germany](#).

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## **Note for editors**

[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).

[More information](#) on the EDQM and World Blood Donor Day.

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