**Friday 14th June 2024 – embargoed until 7am**

**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**

**Pictures available at www.maxwellphotography.ie**

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

**The list of buildings ‘going red’ for World Blood Donor Day are as follows:**

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| **BUILDING / LANDMARK** | **ADDRESS** | **COUNTY** |
| Aras Mac Dhiarmada | Store Street North Wall | Dublin |
| Casino Marino | Malahide Road | Dublin |
| City Hall | Dame Street | Dublin |
| Collins Barracks | Benburb Street | Dublin |
| National Convention Centre | Spenser Dock | Dublin |
| Department of Health | Block 1 Miesian Plaza, 50 – 58 Lower | Dublin |
| Dept. of Education, Marlborough St. | Marlborough St. | Dublin |
| Dublin Airport | Swords | Dublin |
| Dublin Castle Bedford Tower | Dames Street | Dublin |
| Dublin City Council Office | Wood Quay | Dublin |
| Dundalk Stadium |  | Dundalk |
| Enterprise, Trade and Employment | Kildare Street | Dublin |
| Farmleigh (Water Tower) | Phoenix Park | Dublin |
| Four Courts | Inns Quay | Dublin |
| GPO | O'Connell Street | Dublin |
| Kilkenny Castle | Kilkenny | Kilkenny |
| LaFayette House | D'Olier Street | Dublin |
| Leinster House | Kildare Street | Dublin |
| Mansion House | Dawson Street | Dublin |
| Limerick City & County Council Building | Merchants Quay | Limerick |
| Millennium Centre Dundalk | Louth County Council quarters | Dundalk |
| National Blood Centre | James's Street | Dublin |
| National Library | Kildare Street | Dublin |
| Phoenix Park Roundabout | Phoenix Park | Dublin |
| Rock of Cashel | Tipperary | Tipperary |
| St Stephen Green – Wolfe Tone Monument | Stephen's Green | Dublin |
| Town Hall Dundalk | Louth County Council quarters | Dundalk |