



29 May 2012 – Together with countries around the world, Sudan will celebrate the 2012 World Blood bank staff processing donated blood at the central blood bank in Khartoum. Blood Donor Day on 14 June.

The Day aims to raise awareness of the need for safe blood and blood products, and to acknowledge all voluntary unpaid donors for their life-saving gift of blood.

The theme of this year's World Blood Donor Day campaign is "Every blood donor is a hero". The campaign will focus on the idea that every one of us can become a hero by giving blood.

By recognizing the silent and unsung heroes who save lives every day through their blood donations, the campaign encourages more people to donate blood voluntarily and regularly.

This year, several high-profile people will donate blood including parliamentarians, heads of UN agencies, Ministry of Health staff and WHO staff. The Day will culminate in the 3 km "Be a hero – run for blood" race in Khartoum.

The transfusion of blood and blood products helps save millions of lives every year. It can help improve life expectancy and the quality of life for patients suffering from life-threatening conditions, and supports complex medical and surgical procedures.

In many countries, including Sudan, demand outstrips supply, and blood services face the challenge of making sufficient blood available, while also ensuring its quality and safety.

Today, in 62 countries, national blood supplies are based on 100% voluntary unpaid blood donation. However, in Sudan, only 49% is based on voluntary unpaid blood donation. Sudan has agreed to reach 100% voluntary unpaid blood donation by 2020.

[World Blood Donor Day 2012](#)

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