

STAY CONNECTED WITH THE COMMUNITY BLOOD COUNCIL OF NEW JERSEY

IN THIS EDITION

- Pg 1. Happy New Year!
- Pg 1. A Message From The CEO
- Pg 1. Getting To Know CBCNJ
- Pg 2. Facebook & Twitter
- Pg 3. A Season To Care With Saving Grace
- Pg 4. "Mickey & Minnie Invite CBCNJ on a Magical Journey"
- Pg 5. A Word From Some Of Our Partners.



On behalf of the
Community Blood Council of New Jersey,
"HAPPY NEW YEAR!!!"

2011 was a great year, and with your help, many lives were saved, but we still have work to do. Let's make 2012 your year to become a blood or platelet donor and give more people a chance for more holidays.

A MESSAGE FROM THE CEO JIM GOSNAY



" Getting to know
CBCNJ Employees"

What are your wishes
for 2012?

"Because I know how much we care, I would like to see the CBCNJ become the premier blood center for New Jersey. It's the quality work we do, and always with a smile."

Christine Storie, CBCNJ

"I would like to see the growth in the economy expand beyond our expectations, and I would like CBCNJ to become a household name to all the areas we serve."

Brian Dunn, CBCNJ

Welcome to the first quarterly edition of our newsletter, designed to keep our donors informed and educated. Did you know that CBCNJ has been in the life saving business for well over 40 years?

CBCNJ started as a community based blood center and has grown to be a major regional blood supplier supporting patient transfusions at various hospitals in New Jersey and Bucks County, Pennsylvania. Our job is to meet your needs by excelling in customer service. It's not a secret formula, just old fashion values.

As we say so long to 2011, I wish to take this opportunity to reflect upon my experiences over the past 5 years.

We have a great team of which I am very proud. I thank them and each of you for supporting our overall life saving mission and anticipate continued support. Success for us at the Community Blood Council of New Jersey is measured in the lives we save with your help.

I would like to take this time to wish each of you and your families a Safe and Happy Holiday Season along with a Prosperous New Year.

Jim Gosnay, CEO





STAY CONNECTED WITH THE COMMUNITY BLOOD COUNCIL OF NEW JERSEY

FACEBOOK & TWITTER, ISN'T JUST FOR KIDS ANYMORE

Anyone with an email address knows by now that there is a whole new social media community out there, and it has welcomed its newest member, the Community Blood Council of New Jersey (CBCNJ).

Yes! CBCNJ has joined the cyber world. We now are better equipped to keep you informed and share our mission and stories with the world. Our new and user friendly website can be accessed by visiting us on www.givebloodnj.org. Individual blood



donors, blood drive chair people, or any curious web user can access a wealth of information right from their personal computer and cell phone.

Everything from inspiring videos, blood drive photos and more are available at the click of the mouse. Right from our website, you can access both facebook and twitter as a social media option. Our pages are an interactive global community comprising of blood donors, community partners, blood center employees and family and friends.

This allows us immediate access to inform you during emergencies such as storms or other disasters, but also allows you to interact with us so we can provide you information on blood donation. We post often which gives our fans an opportunity to hear from us. Those who "LIKE US" can then get further informed and share information with their friends. It is the ultimate word of mouth campaign, and we are excited to be a part of it. Who else better to spread the word about the "feel good experience" of donating blood, but a committed donor!

Nothing is more important to us than communicating with our donors and making sure that our local hospitals have blood on the shelves when it is needed. We now have one more tool in the fight against blood shortages in our area. And Don't Forget...

"Like Us" on Facebook & Twitter



NEED A GREAT PLACE TO WORK?



LOGON TO OUR WEBSITE AT



WWW.GIVEBLOODNJ.ORG



STAY CONNECTED WITH THE COMMUNITY BLOOD COUNCIL OF NEW JERSEY

A SEASON TO CARE WITH SAVING GRACE

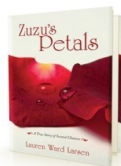
On November 12, 2011, The Community Blood Council of New Jersey (CBCNJ) had the pleasure of being part of an event that truly shows why the holiday season is a season to care and a season of love.

Lauren Larsen, seen here with her daughter, is the President of The Foundation for America's Blood Centers and author of *Zuzu's Petals*, joined with the Preeclampsia Foundation to support two worthy causes by hosting the "Saving Grace" dinner.



The first cause, is about blood donation. CBCNJ is a proud member of the Foundation for America's Blood Centers and a proud supporter of this event. Blood donation is after all what CBCNJ and the Foundation for America's Blood Centers is all about; Saving Lives by reminding you to take time to donate blood or platelets.

Lauren Larsen is a Jersey Girl who required over 200 units of blood and blood products to keep her alive after child birth. Lauren's story is detailed in her book *Zuzu's Petals*. The title is an inspiration from a holiday classic, "It's a Wonderful Life". Lauren dedicated her second chance at life by helping save so many other's, not only in New York, New Jersey and Pennsylvania, but nationwide, on the importance of blood and platelet donation.



The second cause is just as important and just as emotional...Preeclampsia. Preeclampsia is a life-threatening disorder that occurs only during pregnancy and the postpartum period and



affects both the mother and the unborn baby in at least 5-8% of all pregnancies in the United States.

This condition is rapidly progressive, characterized by high blood pressure and the presence of protein in the urine. By conservative estimates, these disorders are responsible for 76,000 maternal and 500,000 infant deaths each year.

Most women with preeclampsia will deliver a healthy baby and fully recover. However, some women will experience complications, which may be a devastating, life-threatening conditions for mother and/or baby.

The opportunity for the Community Blood Council of New Jersey to support causes that do so much for so many, is our honor. It is our continued mission do our part and to continue to save lives by providing our local hospitals with life saving blood and blood products.



The event was hosted by a familiar face, Diana Williams from Channel 7 Eyewitness News in New York, seen here with Tony DeLuccio from CBCNJ.

In all, the event raised well over \$500,000 dollars. Knowing that we did our part, and will continue to do so, gives us an overwhelming sense of pride.

Blood and platelet donors care and we thank you. This should remind all of us that the season to give and the season to care is all year long.



Community Blood Council
of New Jersey

GIVE

STAY CONNECTED WITH THE COMMUNITY BLOOD COUNCIL OF NEW JERSEY

FELD ENTERTAINMENT & SUN NATIONAL BANK CENTER HELPS THE CBCNJ!

Employees at Global Spectrum, operators of the Sun National Bank Center, are proud to embark on this partnership with the Community Blood Council of New Jersey. To bring fantastic entertainment to the Garden State is one of their top goals but to be able to give back to the community is the ultimate goal. It is a perfect fit to bring Feld Entertainment on board to elevate this partnership and be able to donate a portion of the proceeds from opening night of *Disney on Ice Presents Mickey & Minnie's Magical Journey* to the Community Blood Council. Though Feld Entertainment officially arrives in Trenton a few times a year in bringing shows like Disney on Ice, Disney Live!, Ringling Bros. and Barnum & Bailey, and Advance Auto Parts Monster Jam, they strive to remain involved in our community all-year long with partnerships like this one.

To get your tickets for opening night of *Disney on Ice Presents Mickey & Minnie's Magical Journey* on January 25th to support the Community Blood Council of New Jersey, visit www.ComcastTIX.com or call 1-800-298-4200 or visit the Sun National Bank Center Box Office.

Produced by Feld Entertainment

Opening Night Tickets \$13!
Excludes Rinkside seats. No double discounts. Additional fees may apply.

\$1 from every \$13 Opening Night ticket purchased will be donated to the Community Blood Council of NJ

Appearing:
JAN. 25 - 29

SunCenter
National Bank
Trenton, NJ

Buy tickets at www.disneyonice.com,
comcast.com, Sun National Bank Center
Box Office or call **1-800-298-4200**

Regular Ticket Prices: \$20 • \$25 • \$65 Rinkside
Additional fees may apply.

COMMUNITY BLOOD COUNCIL
OF NEW JERSEY, INC.
www.CBCNJ.org

STAY CONNECTED WITH THE COMMUNITY BLOOD COUNCIL OF NEW JERSEY

A WORD FROM SOME OF OUR PARTNERS!



It may be January but it won't be long until professional baseball starts heating up in New Jersey. Tickets for the 2012 Trenton Thunder season will go on sale on February 1 at 9:30 AM online at trentonthunder.com, by phone 609-394-3300 and in person at Waterfront Park. Why not pick up tickets when the Community Blood Council of New Jersey's blood mobile is at the ballpark? Catch the action and save lives on Saturday, June 2 and Saturday, July 28. The Trenton Thunder are the highest level of baseball in New Jersey and are a New York Yankee affiliate offering affordable family entertainment. See for yourself, visit us at Trentonthunder.com or find us on facebook.



The Trenton Titans are back, re-taking their rightful spot both on the ice and in the Mercer County community. The team and logo that thrilled area fans from 1999-2007 is again making the Sun National Bank Center the place to go for fun, excitement and "Riveting" ECHL action. Both the veteran fan and one making his first visit to a Titans game – 36 home games are played at the Sun National Bank Center – will find, along with the on-ice competition, dozens of unique promotions, chances to watch a game with a scratched player, opportunities to meet our players at a Sunday afternoon full-team autographs. A New Year's Eve Skate on Arena ice and tickets as low as \$12. Making it all work is President / CEO Rich Lisk, who, now with Blue Line Sports LLC, is thrilled with the opportunity to lead the Titans, a Flyers affiliate again, for the second time. Call 609-341-1100 to "Enjoy Riveting Hockey."



95.7 BEN-FM is proud to partner with the Community Blood Council of New Jersey, Inc. We understand the tremendous need that Community Blood Council of New Jersey serves and we are working to ensure that our 800,000-plus listeners support this need with a simple donation of blood to serve this critical need and to save up to three lives. 95.7 BEN-FM has a strong presence in Bucks County – a new area for Community Blood Council of NJ. With so many Bucks County residents working in New Jersey or vice versa, we look forward to a wonderful partnership and to helping to increase the number of Bucks County residents supporting the Community Blood Council of NJ and their mission to save lives.



**COMMUNITY BLOOD COUNCIL
OF NEW JERSEY, INC.**

1410 Parkside Avenue | Trenton, NJ 08638
Toll Free: 1-609-883-9750 | www.GiveBloodNJ.org

**Make a \$10.00 contribution
by texting
"BLOOD CBCNJ" to 85944**