



Do You Give Blood?

PREMIERETV: EVERY YEAR, MILLIONS OF PEOPLE IN AMERICA NEED BLOOD AND TRUST IT WILL BE AVAILABLE. TEN YEARS AGO SUPERMODEL NIKI TAYLOR WAS ONE OF THOSE PEOPLE. NIKI WAS IN A NEAR-FATAL CAR ACCIDENT. SHE NEEDED DOZENS OF SURGERIES AND MORE THAN ONE HUNDRED UNITS OF BLOOD. THE BLOOD WAS THERE FOR HER, BUT SOMETIMES, ESPECIALLY DURING THE SUMMER MONTHS, THE NATION FACES A BLOOD SHORTAGE – AND DEPENDS ON DONORS TO HELP REPLENISH THE SUPPLY.

NIKI TAYLOR: THE DONORS LITERALLY HELPED SAVE MY LIFE. WITHOUT THE BLOOD, I MAY NOT HAVE SURVIVED. TOGETHER WITH THE AMERICAN RED CROSS AND NEXCARE BANDAGES, WE’VE KICKED OFF THE ‘GIVE’ CAMPAIGN, DESIGNED TO HELP RAISE AWARENESS ABOUT GIVING BLOOD ON A REGULAR BASIS – AND WHAT BETTER TIME TO START THAN ON JUNE 14 - WORLD BLOOD DONOR DAY?

PREMIERETV: NOW REALLY IS THE PERFECT TIME TO BECOME A DONOR. YOU’LL RECEIVE FREE NEXCARE BANDAGES WITH THE WORD ‘GIVE’ PRINTED ON TRENDY, STYLISH DESIGNS TO HELP SHOW THAT DOING GOOD, LOOKS GOOD TOO. VISIT [NEXCAREGIVE DOT COM](http://NEXCAREGIVE.DOT.COM) TO LEARN MORE AND TO FIND A DONATION CENTER NEAR YOU.

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