



UPSTATE NEW YORK  
TRANSPLANT SERVICES

### Media Release

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Contact: Matt Burke  
716.512.7902(o), 716.982.6768(c) [mburke@unyts.org](mailto:mburke@unyts.org)

#### **Danforth furthers the Gift of Life with blood drive.**

**Tonawanda, NY** – The John W. Danforth Company furthered the Gift of Life with a blood drive through Upstate New York Transplant Services. The drive turned out more than 20 employees from throughout Western New York.

“Danforth is committed to Western New York,” said Kevin Reilly, CEO/Chairman. “We are proud to partner with an organization that is committed to this region and helping local patients in local hospitals. I believe that fact had a tremendously positive effect on turnout,” Reilly continued.

“Our pre-existing network of support for the Gift of Life has been a great help in this community blood bank initiative,” said Upstate New York Transplant Services President and CEO Mark J. Simon. “It is very much about extending and increasing the Gift of Life, working with first-time hosts of blood drives and helping Western New York realize that just as a life-saving gift can take the form of a donated organ, it can also take the form of a critical blood transfusion, Simon continued.

Despite being a national leader in terms of organ and tissue donation, Western New York donates blood at roughly 3.5 – 4% of the eligible population – the national average is about 5%. “The fact remain that Western New York needs more blood donors,” Simon continued, “and given our foundation in organ and tissue donation, we believe our organization can help bring area donation rates to where they need to be,” Simon concluded.

Since beginning blood collections in June Upstate New York Transplant Services has already begun supplying six Western New York hospitals. As collections continue to yield more units of blood, throughout 2008 Upstate New York Transplant Services Community Blood Service will phase-in the hospitals of Kaleida Health. To find out more information on upcoming blood drives please visit [UNYTS.org](http://UNYTS.org) or call 716.853.6667 ext. 7940.

Headquartered in Buffalo and established in 1981, **Upstate New York Transplant Services** is among the leading procurement organizations in the United States, and is the only organization of its kind nationwide to offer opportunities for organ, eye, tissue and blood donation. Upstate New York Transplant Services also operates a clinical laboratory

responsible for the testing of all potential donors and processing of blood collected through the organization's community blood service.

Upstate New York Transplant Services, a not-for-profit organization, serves the eight counties of Western New York and is part of the Buffalo Niagara Medical Campus. It works to assist donor families, coordinate the clinical donation process and increase knowledge and awareness within the community regarding organ, eye, tissue and blood donation.

John W. Danforth Company, a Mechanical Contractor, with locations in Tonawanda and Victor, New York has been in business since 1884. Danforth believes in its employees and continues to provide means to improve both personally and professionally. The level of care is evident in Danforth's health and wellness program. The program was initiated in 2006 and includes:

- Employee gym with equipment
- Fitness training provided by a professional personal trainer
- Vegetables and fruits available to employees daily to encourage healthy snacking.
- Health risk assessments
- Flu Shots
- Training on topics relating to health including: Walking for fitness, managing stress, healthy holidays, etc.
- Healthy options at all company lunches

This recent focus on wellness brought Danforth to Upstate New York Transplant Services. The UNYTS blood drive was one more opportunity to concentrate on wellness. "As we all take steps to become healthier individuals we also have the responsibility to encourage everyone to maintain a healthy lifestyle. Danforth's involvement in the blood drive is one more commitment to the health and wellness of our employees and their families as well as the community. Wellness in our community is as important as the health and wellness of our employees," said Robert Gilmour, Danforth Human Resources Director and Wellness Coordinator.