

FOR IMMEDIATE RELEASE

Delete Blood Cancer DKMS Kicks Off National Bone Marrow Awareness Month
#UniqueBecause Launches in Time for Awareness Month in November

New York, NY, November 2, 2015: National Marrow Awareness Month began yesterday, November 1st, and continues through the rest of the month. In honor of the month, nonprofit Delete Blood Cancer DKMS encourages the public to take the time to learn more about the pressing need for more and diverse individuals to register as potential marrow donors. “Our cause and outreach knows no boundaries. We are committed to expanding our reach, nationally and globally, to help as many people as possible,” said Carina Ortel, CEO of Delete Blood Cancer. “Ultimately, the more awareness and action we can inspire, the greater the impact on the lives of those who are depending on us and on you for a chance to beat their diagnosis.”

Every three minutes, someone in the U.S. is diagnosed with a blood cancer – leukemia, lymphoma or myeloma – and every ten minutes, someone dies from one of these diseases. This does not include the host of other blood disorders that a bone marrow transplant can help treat, like aplastic anemia and sickle cell anemia among others. Because the majority of patients in need of a transplant will not be able to find a matching bone marrow donor in their family, nearly 14,000 people each year rely on the national registry and organizations like Delete Blood Cancer for an unrelated donor.

This year, Delete Blood Cancer DKMS launched #UniqueBecause, a social movement to help millennials raise awareness of the need for donors while showcasing their own unique talents, right in time for National Marrow Awareness Month. The campaign features three donors who have donated their marrow to help others in need and their stories. The underlying idea is that it is exactly what’s inside – our tissue types – that make us unique and possibly the only hope for someone in need of a donor match. People can join the awareness movement by visiting UniqueBecause.org to create a personalized meme and sharing on their social media platforms.

How else can you help? Learn whether you are eligible to be a donor and register online at DeleteBloodCancer.org. You can also support the cause by making a financial contribution to the organization and volunteering at a drive in your area.

About Delete Blood Cancer DKMS

Delete Blood Cancer DKMS is part of the world’s largest network of donor centers. Our mission is to build the number of suitable bone marrow and stem cell donors, because we believe that no life should be lost due to an inability to find a donor match. We have registered more than 5 million potential donors and facilitated more than 51,000 transplants around the world. But we’re not stopping there. We lead the fight against blood cancer by working with families, communities and organizations to recruit donors and provide more patients with second chances at life.

For more information or to register as a bone marrow donor, please visit DeleteBloodCancer.org.

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