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Delete Blood Cancer Launches National Campaign Aimed at Recruiting Millennial Bone Marrow Donors

Nonprofit's new TV and social media campaign raises awareness of the need for younger donors to register to save a life

New York, April 25, 2016: [Delete Blood Cancer DKMS](#) announced today the launch of its national “Up Your Social Standing” campaign, which will heighten awareness of the urgent need for bone marrow donors – particularly young donors – through social media and public service announcement (PSA) videos created to inspire people to take action.

Aimed at millennials, the PSA video ([A Pick-Up Line That Works](#)) was created by using humor and sex appeal strategies to encourage and motivate this target group to find out more about the donation process and to register as a potential donor.

“We are committed to growing the number of registered bone marrow donors to provide hope to every patient searching for a lifesaving match. This is the driving focus behind launching this new campaign,” said Carina Ortel, CEO of Delete Blood Cancer. “Medical research shows that younger donors provide the greatest chance for a successful transplant, which is best for patients. The more awareness and action we can inspire among this group means a greater impact on the lives of those who are depending on us for a chance to fight the odds.”

Delete Blood Cancer DKMS, part of the world’s largest network of bone marrow donor centers, has identified a critical need to register young people as donors, as the high quality of their cells makes for stronger matches.

The multi-pronged campaign was launched on the nonprofit’s social media platforms with the PSAs slated to air nationally in the next two weeks.

Every three minutes, someone in the U.S. is diagnosed with a blood cancer, and every ten minutes, someone dies from one of these diseases. 70% of people suffering from blood-related illnesses must rely on donors outside their families to save their lives. More than 14,000 people each year rely on the national registry and organizations like Delete Blood Cancer DKMS for an unrelated donor.

Swabbing your cheek is all it takes to register as a potential donor.

To learn more about the campaign, visit: getswabbed.org or use hashtag #UpYourSocial on Facebook, Twitter, or Instagram.

About Delete Blood Cancer

Delete Blood Cancer DKMS is part of the world’s largest network of bone marrow donor centers. Our mission is to build the number of suitable bone marrow and blood 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 6 million potential donors and facilitated more than 55,000 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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