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News Release

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FOR IMMEDIATE RELEASE

INSERT/ATTACHED PHOTO: Lead The Way scholarship winner Bridget Douglas from Bishop Fenwick High School. (L-R) BFHS blood drive co-coordinator Diana Burnham, Bridget's mother Patty Douglas, Bridget Douglas, blood drive co-coordinator Patrick Poplis, CBC's Bill Roy.

CBC/VECTREN AWARD LEAD THE WAY SCHOLARSHIPS CAMPAIGNS USE HUMOR, EMPATHY TO INSPIRE BLOOD DONORS



DAYTON, Ohio - Thoughtful, inspirational, and fun! Five area high school seniors demonstrated all these qualities and more in their winning blood drive recruitment campaigns for the annual Community Blood Center/Vectren Lead The Way Creative Scholarship competition.

The 2016 Lead The Way Scholarship winners are:

Danielle Swabb from Covington High School, Karson Mahaney from Miami East High School, Maya Wills from Houston High School, Bridget Douglas from Bishop Fenwick High School, and Sarah Henry from Graham High School. Each will receive a \$1,000 award from Vectren for college tuition assistance.

Scholarship applicants must be graduating, college-bound seniors from a school that hosts a CBC blood drive. They are challenged to develop an effective blood drive marketing campaign with a clever theme and slogan, and creatively designed marketing materials.

Danielle Swabb, Covington High School: "Blood Donors: The Next Generation"



Danielle Swabb's theme borrows from the "Star Trek: The Next Generation" TV series. The artwork for her t-shirt design combined a spacecraft insignia with the CBC blood drop logo. Danielle represents a third generation of active blood donors in her family, and being part of a donor legacy is the inspiration for her message.

"I wish to uphold this tradition, and I know in my heart, that I, and my family, have made a difference in the world," she said. "I hope my theme inspires my classmates to step up, save lives, and become the next generation of blood donors."

Danielle would like to be a teacher and plans to study Spanish education at Wright State University.

Karson Mahaney, Miami East High School: "Stick it to Me – I Can Take It!"



Karson Mahaney is a Miami East senior from Troy who says, "Sometimes a joke is just what you need to lighten the mood." Her "Stick it to Me – I Can Take It" slogan with a Kokopelli stick figure t-shirt design is playful, but it has a serious side. "I always known I was going to give blood because it saved my brother's life," she said.

"I think it inspires toughness," she said of the confident challenge in her theme. "I have donated blood five times now, and not once have I enjoyed the pinch of the needle as it goes into my arm. But I tough it out. This slogan makes you feel brave and strong."

Karson will study exercise science at Eastern Michigan University and plans to become a physical therapist.

Maya Wills, Houston High School: "Share Your Life... Share Your Blood"



Maya Wills is a Houston High School senior from Sidney. She impressed the judges with her empathetic slogan "Share Your Life... Share Your Blood" and the originality of her artwork. Her t-shirt design features two figures connected by a single arm with the color red flowing from one to the other.

"It creates a connection between the donor and recipient," she said. "As a seven time donor myself, I always wonder where my blood goes, who received it and how their life is bettered by my actions."

Maya says thanks to technology, her generation understands they are more “connected” to others around the globe than ever before. Her theme builds on this understanding. “It encourages my classmates to donate by showing they that there is more connection out there between people than just through technology.”

Maya will study marine biology at Bowling Green University and hopes to work in animal rescue and ocean research.

Bridget Douglas, Bishop Fenwick High School: “Donate Today and Be All That and a Bag of Blood”



One of the challenges of the Lead The Way Scholarship is to think outside the box. Bridget Douglas, a Bishop Fenwick High senior from Franklin, did just that. Her irreverent, laugh-out-loud theme, “Donate Today and be All that and a Bag of Blood” with its simple blood bag t-shirt design caught attention.

“Modeled after that famous saying, ‘All that and a bag of chips,’ I tweaked it to fit by campaign,” she said. She knew her classmates would get the joke, but she wasn’t just going for laughs. She wanted them to see the harmony in blood donors being aware of their own health as they help others in need.

“What most people don’t know about giving blood is that it can also benefit the donor,” she said. “You are not only benefitting someone in need, but checking up on your own body. Blood is constantly needed and everyone’s contribution doesn’t go unnoticed.”

Bridget plans to study secondary education and English at Ohio University.

Sarah Henry, Graham High School: “Give Blood, It Saves Lives No Matter the Language You Speak”



Sarah Henry lives in St. Paris and is a senior at Graham High School. Her campaign embraced a world view of people connected through blood donations. Her t-shirt artwork featured small multi-ethnic characters holding hands around a globe with the message, “Give Blood, It Saves Lives No Matter the Language You Speak.”

To complete the theme, the back of the t-shirt features the words “Give Blood” in nine different languages. It’s a campaign concept that clearly reflects the diverse and

multi-cultural world today's teens find in their schools and communities.

“I believe this slogan will appeal to a diverse group of students,” she said.” She imagines changing the languages on the t-shirt to fit different blood drives. “I believe the slogan helps to bridge perceived barriers and illustrates people of different backgrounds coming together to make a difference.”

Sarah will be pre-med student at The Ohio State University.

Samples of the scholarship winning artwork will be available at: www.GivingBlood.org/giving-back/reward. The Lead The Way Creative Scholarship for High School Seniors is made possible by a \$5,000 grant from Vectren.

Learn more at www.GivingBlood.org

Connect with Community Blood Center for the latest information and services at www.GivingBlood.org. Get fast and complete answers on how to make your first donation, organize a blood drive, or bring our education program to your school. Get all the updates in the CBC/CTS newsroom, find quick links to our social media pages, or schedule your next appointment to donate by connecting to www.DonorTime.com.

Blood donation requirements: Donors are required to provide a photo ID that includes their full name. Past CBC donors are also asked to bring their CBC donor ID card. Donors must be at least 16 years of age (16 years old with parental consent: form available at www.givingblood.org or at CBC branch & blood drive locations), weigh a minimum of 110 pounds, and be in good physical health. The Food and Drug Administration (FDA) changes blood donor eligibility guidelines periodically. Individuals with eligibility questions are invited to email canidonate@cbccts.org or call 1(800)388-GIVE. Make an appointment at www.DonorTime.com.

Community Blood Center/Community Tissue Services® is an independent, not-for-profit organization. Community Blood Center provides blood products to 24 hospitals within a 15-county service area in the Miami (Ohio) and Whitewater (Indiana) Valleys. For more information about Community Blood Center/Community Tissue Services®, visit www.givingblood.org.

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