



AMERICAN FRIENDS OF
MAGEN DAVID ADOM
ARMDI

For Immediate Release

**COMMUNITY INVITED TO LEARN ABOUT ISRAEL'S EMERGENCY MEDICAL
PREPAREDNESS
BLOOD DRIVE SCHEDULED TO COMPLEMENT PROGRAM**

On Sunday morning, November 1, the JCC of San Luis Obispo and Central Coast Hadassah will co-sponsor a presentation given by the Western Region Director of American Friends of Magen David Adom, Ellen Rofman. A community blood drive is scheduled to complement the program. The blood drive will take place between 9 A.M and 1 P.M. with the presentation at 10 A.M.

Magen David Adom (MDA) is Israel's equivalent of the Red Cross and 911 combined. As the only government-mandated ambulance and emergency medical responders, it serving as the nation's second line of defense with medical, disaster, ambulance and blood services. A fleet of 800 MDA ambulances and Mobile Intensive Care Units are on call 24/7, operating from over 100 Emergency Medical Stations and 11 dispatch stations throughout Israel, logging more than 6.75 million miles and taking care of more than 700,000 patients annually. MDA also provides 100% of the blood needs to the Israel Defense Forces and 97% to the hospitals and the rest of the population and houses the MDA Israel Cord Blood Bank.

Central Coast Hadassah is pleased to host MDA during its Healthcare Awareness Month. Hadassah sets the standard for health care in the Middle East. The Hadassah Medical Organization includes two hospitals, five schools, outpatient clinics, research facilities and community health centers. Over one million patients are treated annually and health care professionals educated without regard to race, religion, or national origin.

In addition, the program will include a blood drive administered by United Blood Services. Every three seconds, someone needs blood. It could be an accident victim, a person undergoing surgery, or a child receiving cancer treatment. Every day on the Central Coast we need at least 290 blood donors to care for those in need in our community. And there is only one source of blood: volunteer blood donors. With our help, United Blood Services supplies 100% of the blood and blood components used in San Luis Obispo, Santa Barbara, and Ventura counties, and the communities of Salinas and King City.

For more information about the event, please contact Lauren Bandari at 805-426-5465 or Ellen Rofman at the American Friends of MDA office at 800-323-2371.

