

BLOODWORKS NORTHWEST LAUNCHES “GIVE BLOOD. RESCUE A HUMAN.” CAMPAIGN TO ENCOURAGE DONATIONS BY EMPHASIZING HUMAN-PET CONNECTION

The campaign connects lifesaving blood donation with the emotional support pets provide, aiming to inspire new and returning donors across the Pacific Northwest



(Credit: Ryan Henry Ward/Bloodworks Northwest)

SEATTLE (May 15, 2025) – [Bloodworks Northwest](#) has announced the launch of the “GIVE BLOOD. RESCUE A HUMAN.” campaign. This three-month effort emphasizes the powerful connection between pet lovers and the lifesaving act of blood donation, thus fostering a healthier bond with our four-legged friends and the people we care about.

Pet lovers and donors alike are invited to participate in the campaign by donating blood, sharing their stories, and spreading the word. With donations typically dipping during the summer months, “GIVE BLOOD. RESCUE A HUMAN.” serves as both a love letter to our four-legged companions and a critical reminder of the constant need for donors in our region.

“Our pets bring infinite joy to our lives, and this campaign recognizes those amazing bonds,” said Curt Bailey, CEO of Bloodworks Northwest. “It also emphasizes the vital importance of blood donation as a powerful way we can invest in our community and help ensure more meaningful moments with loved ones, both two-legged and four-legged.”

As part of the campaign, Bloodworks Northwest is partnering with renowned muralist [Ryan “Henry” Ward](#), whose art can be found all over the Pacific Northwest and beyond. His work aims to bring joy and inspire blood donation through his unique style, as his unique characters express the love humans have for their pets and other humans.

“This campaign feels like home to me,” said Ward. “I’ve always believed in the healing power of animals and the deep love we share with them. My rescue dog, Katy, changed my life — and being able to use my art to help celebrate that bond, while supporting something as vital as blood donation, means the world to me. The ‘GIVE BLOOD. RESCUE A HUMAN.’ campaign brings together everything I care about: community, compassion, and connection. I’m honored to be part of it, and I hope these murals bring a little light, a little love, and a reminder of how much we can give — just by saying yes to each other.”

Joining Bloodworks Northwest are iconic and important animal rescue organizations throughout the Pacific Northwest: [BluePearl™ Pet Hospital](#), [DoveLewis](#), [NEKO Cat Cafe](#), [Blue Dog Bakery](#), [Seattle Humane](#) and [Oregon Humane Society](#).

“Partnering with Bloodworks Northwest felt natural for us. Our work revolves around care, community, and second chances,” said Caitlin Unsell, Owner of NEKO Cat Cafe. “At NEKO, we’ve seen how small acts of kindness, whether giving blood or giving a cat a second chance, strengthen the community we love. We’re genuinely excited to help motivate our neighbors to donate blood, and if a few cute cats make that easier, we’re all in.”

“At Blue Dog Bakery, we believe in saying ‘yes,’ and we’re all about celebrating relationships between pets and pet parents,” said Melissa Lyons, head of marketing and business development at Blue Dog Bakery. “That’s why we’re proud to partner with Bloodworks Northwest on the ‘GIVE BLOOD. RESCUE A HUMAN.’ campaign. Whether it’s handing out treats at events or filling blood donor canteens with a little something special for the pets who greet their humans at home, we’re thrilled to support a cause that saves lives and celebrates the love we share with our four-legged family members. Because every time we say yes, more tails wag and more humans smile.”

By donating at the upcoming people-and-pets blood drives, pet owners can learn how their dogs could be potential donors with Blue Pearl Pet Hospital in Seattle. Additionally, partnerships with Seattle Humane and Oregon Humane Society aim to promote blood donation and support animal welfare.

“We believe compassion is the bridge that connects us to one another — whether it’s a pet in need of a home or a person in need of blood,” said Seattle Humane Executive Director Jessie Swisher Spiers. “We’re proud to partner with Bloodworks Northwest on this campaign to celebrate the unconditional love pets bring to our lives and to shine a light on the lifesaving power of blood donation. Through Henry’s joyful murals and our plans to lift each other’s causes up, we’re thrilled to honor the human-animal bond and inspire our community to act with heart — for each other, and for every tail wag and purr still to come.”

During the campaign, Bloodworks Northwest is offering special incentives to donors, including exclusive campaign-inspired merchandise and opportunities to win unique prizes, including the following:

- Those who donate in the months of May or June [can enter to win](#) a \$3000 gift card giveaway, with one winner each month.
- Donors from May 15 to July 31 have a [chance to win](#) a three-night weekend getaway with their pet to [Suncadia Resort](#) in Cle Elum, Washington, [Sunriver Resort](#) in Bend, Oregon, or [Breakers](#) in Long Beach, Washington, as well as two nights for your pet at the [Sniff Dog Hotel](#) in Portland and Beaverton, Oregon.

People and Pets Blood Drives

At monthly People & Pet Blood Drives, humans can donate on the Bloodworks bloodmobile and learn how their pets can be screened as potential blood donors through [BluePearl Pet Hospital](#) (on May 27, July 1, and July 30) or [DoveLewis Animal Hospital](#) (on May 27, June 24, and July 30). All donors will receive a special gift plus entry into a drawing for a signed Henry print.

“One of the biggest barriers we face when it comes to pet blood donations is awareness” said Meghan Respass, DVM, DACVECC, director of blood banking at BluePearl. “We are so pleased to be partnering with Bloodworks to spotlight the need for blood donations in both human and veterinary medicine. If you’re interested in learning more about our industry leading blood banking program, which prioritizes donor safety, you can visit Bluepearlvet.com/blood-bank.”

Bloodworks Northwest serves as the primary blood supplier to hospitals across Washington and Oregon, ensuring that blood is readily available for patients in need. From Bellingham and Seattle to Eugene and Southern Oregon, it collects, tests, and distributes blood to over 95% of hospitals in the region.

For more information about the “GIVE BLOOD. RESCUE A HUMAN.” campaign and to find out how to get involved, visit www.bloodworksnw.org/pets.

About Bloodworks Northwest

Donations to Bloodworks Northwest provide lifesaving blood supply to 95% of Pacific Northwest hospitals. Since 1944, Bloodworks has served the Pacific Northwest as a local, nonprofit, independent, volunteer-supported and community-based blood center and research institute. Bloodworks partners closely with local hospitals to deliver the highest level of patient care. Its comprehensive services include blood components, complex cross-matching, specialized lab services for organ transplants, care for patients with blood disorders and collection of cord blood stem cells for cancer treatment. Bloodworks Research Institute performs leading-edge research in blood biology, transfusion medicine, blood storage and treatment of blood disorders. Patients with traumatic injuries, undergoing surgeries or organ transplantation, or receiving treatment for cancer and blood disorders all depend on its services, expertise, laboratories and research. Blood donation appointments can be scheduled at BloodworksNW.org.

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