

BLOODWORKS NORTHWEST BRINGS BACK “GIVE BLOOD. RESCUE A HUMAN.” CAMPAIGN TO INSPIRE SUMMER DONATIONS

Pet-themed campaign returns with new artwork by Henry, event engagement, new campaign-themed swag, blood drives, and a chance to win a \$10,000 gas card



(Credit: Ryan Henry Ward/Bloodworks Northwest)

SEATTLE (June 8, 2026) – Bloodworks Northwest is bringing back its popular “GIVE BLOOD. RESCUE A HUMAN.” campaign, a pet-inspired initiative that celebrates the bond between people and their furry friends while encouraging blood donation across the Pacific Northwest.

Running June 1 through September 30, the campaign reminds donors that giving blood helps save lives and gives families more time with the people and animals they love.

“Our pets bring us comfort, companionship, and joy,” said Curt Bailey, CEO of Bloodworks Northwest. “This campaign celebrates those connections and reminds people that donating blood is a meaningful way to care for our community.”

This year’s campaign again features a partnership with acclaimed [Pacific Northwest muralist Ryan “Henry” Ward](#). Known for his whimsical and heartfelt works, Henry has created original art for “GIVE BLOOD. RESCUE A HUMAN.” that captures the joy, connection, and compassion at the heart of the campaign.

Bloodworks Northwest will officially kick off the campaign Thursday, June 11 at Henry’s Seattle Waterfront Marketplace studio at 1400 Alaskan Way across from Waterfront Park in Seattle. The event



will include a blood drive, our campaign booth, limited-edition campaign swag, campaign t-shirts by Henry and a box of Blue Dog Bakery treats as incentives to sign up to donate blood, and photo opportunities. People can sign up for the drive here: <https://www.bloodworksnw.org/wp-content/uploads/2023/08/redirectgroup.html?s=108D>

Additional campaign highlights include:

- A chance to win a \$10,000 gas card for any blood donation at Bloodworks between June 1 and July 31, or one of three \$3,000 Visa gift cards between August 1 and September 30.
- Blood drives, including with [DoveLewis Animal Hospital on July 20 & September 22 in Portland, and others to be announced.](#) Partnerships with [Seattle Humane](#), [Oregon Humane Society](#), [NEKO Cat Café](#), [Blue Dog Bakery](#), [DoveLewis](#), [Mud Bay](#) and other pet-related organizations.
- Community outreach at events, including [Portland Pickles](#) games, Seattle Mariners [Bark at the Park](#), Tacoma Rainiers' K9 Innings, Seattle Animal Shelter's Furry 5K, Pride celebrations, and Seattle Humane's Tuxes & Tails and inaugural 'Together for Pets Luncheon' on September 25.

Bloodworks Northwest supplies blood to more than 95% of hospitals in Western Washington and Oregon, helping ensure that patients receive lifesaving transfusions when they need them most.

To learn more about "GIVE BLOOD. RESCUE A HUMAN." or to schedule a donation appointment, visit BloodworksNW.org/pets.

About Bloodworks Northwest

Donations to Bloodworks Northwest provide a 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 blood components, specialized laboratory services, and leading-edge research that support patients throughout the Pacific Northwest and beyond. Hear lifesaving stories by subscribing to the award-winning [Bloodworks 101 podcast](#). Blood donation appointments can be scheduled at BloodworksNW.org.

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