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## **The Blood Connection Adds ‘Unique Visionary’ to Donor Recruitment Team**

*Amanda Farrell Currently Serves as President-Elect for National Donor Organization*

**PIEDMONT, S.C. (Date)** The Blood Connection, the community blood center serving more than 100 hospitals across the Carolinas and Georgia, is proud to announce a new addition to the TBC team who will help usher the organization in to a year aimed at growth and expansion. Amanda Farrell, President-Elect of ADRP, an International Division of America’s Blood Centers, joined The Blood Connection in August 2022 as the Senior Director of Donor Recruitment.

Farrell comes to The Blood Connection (TBC) from ConnectLife in Western New York, where she served as the Senior Director of Donor Recruitment and Experience. In her role at ConnectLife, Farrell was responsible for the oversight of blood donor recruitment across approximately 900 partnering organizations, along with four donation centers. While there, Farrell lead a blood donor recruitment team that saw more than 15% growth among blood donors over the last two years.

“I’m thrilled to be working with Amanda again,” said Marie Forrestal, Vice President of Donor Recruitment at TBC. “She’s truly one of the superstars in donor recruitment and retention. Amanda is a unique visionary who is also able to strategize on details and move projects forward.”

At TBC, Farrell will be responsible for improving efficiency in the donor recruitment process, along with working closely with our strategic partnerships. She will also help lead the charge on TBC’s implementation of the America’s Blood Centers (ABC) initiative, “Vein to Vein: The Science of Blood Donation”: a groundbreaking high school education program that helps educators craft lesson plans to develop student leadership skills and a lifelong interest in supporting our nation’s blood supply.

“I’m very fortunate to have the opportunity to join The Blood Connection team,” said Farrell. “I look forward to supporting the organization’s incredible mission, while helping to ensure there is a stable blood supply in our communities.”

Farrell received a Bachelor’s of Science in Human Development and a Bachelor’s of Art in Psychology from Binghamton University.

### **About The Blood Connection**

Founded in Greenville, SC, The Blood Connection has been committed to saving lives since 1962. TBC is an independently managed, not-for-profit, community blood center that provides blood products to more than 100 hospitals within South Carolina, North Carolina, and Georgia. Recognized by the U.S. Congress for its dedication to disaster preparedness and the community, TBC works diligently to collect blood from volunteer donors to meet the ever-increasing demand. By keeping collections local, TBC serves hundreds of thousands of patients a year in its communities. TBC is licensed and regulated by the U.S. Food and Drug Administration. For more information, visit [thebloodconnection.org](http://thebloodconnection.org).