



# BE THE 1™ MOVEMENT

## Fact Sheet



- > BE THE 1™ is a partnership between Abbott, football superstar Cristiano Ronaldo, and blood banks around the world.
- > With a decrease in new blood donors and an understanding of the critical need to have an ample supply of blood, the campaign is raising awareness globally to inspire young people to become regular donors.
- > The BE THE 1™ movement puts the power of better health and saving lives into the hands of people around the world through blood donation.
- > World-famous footballer Cristiano Ronaldo is the first global ambassador for Abbott's BE THE 1™ movement.
- > Ronaldo has been a supporter of blood donation and a regular donor since he was 24 years old.
- > Ronaldo's personal experience with his teammate has helped him to understand the importance of giving blood. Now he's encouraging others to join the BE THE 1™ movement.
- > As a global leader in infectious diseases and diagnostics, Abbott screens more than 50 percent of the world's blood supply.
- > As a result of careful donor selection and testing through Abbott's technology, millions are safely given blood transfusions every year.

### ABOUT CRISTIANO RONALDO

Cristiano Ronaldo is widely regarded as one of the best players in the world within his generation ([source](#))

He is the only player in history to have scored 60 or more goals in a calendar year four times (consecutively from 2011 to 2014) ([source](#))

Ronaldo scored the most goals in the UEFA Champions League semi-finals: 10 goals ([source](#))

### BY THE NUMBERS

**108** million donations are collected around the world annually ([source](#))

Each year **234** million major operations are performed worldwide, creating a constant need for blood donations globally ([source](#))

**1 in 7** people entering a hospital needs blood ([source](#))

Red blood cells can be stored for **42 days** ([source](#))

Donors can help save a life in **less time than it takes to see a movie**

Donating blood takes approximately **one hour**:

this includes registration, a brief medical screening, blood collection (only 10 minutes) and refreshments ([source](#))

Up to **three people** can benefit from one blood donation which can be used in emergency situations and long-term medical treatments ([source](#))

Visit [www.bethe1donor.com](http://www.bethe1donor.com) to learn more.

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