

Press Release



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BloodCenter of Wisconsin and San Diego Blood Bank announce collaborative offering called *Celluvative* *Partnership will advance cellular therapies and clinical trial services*

Milwaukee, Wis. — June 9, 2016 — Combining their expertise in clinical trials support and cellular therapies, BloodCenter of Wisconsin (BCW) and the San Diego Blood Bank (SDBB) have created a strategic partnership to accelerate advancements in research and patient care. Together, BloodCenter of Wisconsin and San Diego Blood Bank will offer **Celluvative™** – a portfolio of products and clinical trial services that will include esoteric laboratory testing, blood products for research and manufacturing applications, cell processing, and access to a broad database of diverse donors who have expressed interest in clinical trials.

“Through the strength of our partnership, we are able to offer end-to-end services to academic organizations, research institutions and other industry partners who are working to develop novel cellular therapy approaches,” said Matthew Anderson, M.D., Ph.D., medical director, BloodCenter of Wisconsin Diagnostic Laboratories. “Among other offerings, our **Celluvative** portfolio enables access to an extremely diverse donor database – an invaluable resource to enable advances in the area of regenerative medicine and drug discovery.”

The evolving field of cellular therapy plays a vital role in the treatment – and potentially cure – of diseases including leukemia and lymphoma, multiple sclerosis, heart disease, traumatic brain injuries, diabetes and other autoimmune diseases.

“We are truly positioned to help organizations across the country transform patient care through the depth and breadth of our expertise,” said Robert Tressler, Ph.D., vice president of cell biology and therapy, San Diego Blood Bank. **Celluvative** provides a unique offering to the cellular therapy research community because of our deep medical and scientific expertise in the areas of cord blood banking, clinical trial services, esoteric testing and assay development.”

For more information, visit www.Celluvative.com.

About BloodCenter of Wisconsin

BloodCenter of Wisconsin, part of Versiti, is a not-for-profit organization headquartered in Milwaukee, Wis., that specializes in blood services, diagnostic testing, organ, tissue and marrow donation, medical services and leading-edge research. We advance patient care by delivering life-saving solutions grounded in unparalleled medical and scientific expertise. The collective efforts of Versiti affiliates result in improved patient outcomes, expanded access to care, and cost efficiencies for healthcare systems nationwide. For more information, visit www.bcw.edu and www.versiti.org.



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About the San Diego Blood Bank

SDBB is dedicated to community health by providing a reliable supply of blood to patients in need. Our vision is to further ensure the health of our community by simultaneously delivering related health and wellness education and services and extending into research. SDBB is an independent, 501(c)(3) non-profit that serves hospitals in San Diego, Orange, Imperial and Los Angeles counties with blood transfusion products and reference laboratory services. SDBB currently operates six local donor centers and 10 bloodmobiles. SDBB's Cell Therapy Program provides lifesaving stem cell transplants to patients worldwide. For more information about SDBB, visit www.sandiegobloodbank.org or connect with us on [Facebook](#) and [Twitter](#).

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