

## BLOOD DONATION



Magyar Posta is releasing a special stamp to draw attention to the importance of blood donation. Forty thousand copies of the stamp with an artistic interpretation designed by the graphic artist Nóra Horváth were produced by ANY Security Printing Company. The new issue goes on sale at Filaposta in Hungary, philately specialist services, certain post offices and [www.posta.hu](http://www.posta.hu) from 13 May 2024.

Voluntary blood donation is a particularly important social cause. Blood cannot be produced by artificial means, so blood products, which are essential for healthcare, can only be made from blood collected by donation. In order to provide the Hungarian health service with the required quantity and quality of blood products, 1,600 to 1,800 blood donors are needed every day. The Hungarian Red Cross has been responsible for recruiting blood donors in Hungary for 85 years.

The humanitarian organisation organises blood donor events throughout the country, where all healthy people between 18 and 65 years of age can give blood. Women can donate four times a year over 365 days, and men five times a year. At least 56 days must elapse between two blood donations. The donations of 450 millilitres of blood collected by the Hungarian National Blood Transfusion Service are used to make three kinds of blood products, which can save up to 3 people's lives.

Voluntary blood donors not only demonstrate their social solidarity by offering their arms, but also protect their own health by regularly replenishing their body's blood supply.

As a symbol of appreciation for voluntary blood donors, every year on World Blood Donor Day, the Hungarian Red Cross plants a sapling of a cultivar whose Hungarian name translates as "blood maple" to show its respect and gratitude for blood donors.

The blood donation logo, artistically framed by the foliage of the Crimson King "blood maple", is at the centre of the special stamp. The first day cover features a graphic composition referring to blood donation. The blood donation logo appears in the imprint of the postmark on the special first day cover.

**Order code:**

2024150010011 (stamp)  
2024150060012 (FDC)

**Issued on:** 13 May 2024

**Face value:** HUF 690

*(On the date of issue, this pays the postage of a domestic non-priority letter up to 500 g.)*

**Printing technique:** offset

**Number of copies:**

40,000 stamps (50 stamps/5 barcodes/sheet)

**Perforated size:**

40 x 30 mm

**Paper type:**

White, wood-free, surface-treated, gummed stamp paper with optical whitener

**Printed by** ANY

Biztonsági Nyomda Nyrt. (stamp), Codex Zrt. (FDC)

**Source:**

Hungarian Red Cross

**Designed by** Nóra Horváth