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MEDIA RELEASE

Two-year-old Mason Shaffer acts and plays just like any other happy little boy. But a little over a year ago, Mason nearly died from Malignant Infantile Osteopetrosis (MIOP). Mason's life was saved by blood stem cells obtained through a publicly donated cord blood unit.

The Mason Shaffer Foundation of Pennsylvania, Community Blood Services of NJ/NY and [Main Line Health](#) proudly announce their new cooperative effort designed to offer families the opportunity to publicly bank their babies' cord blood – the **first organized effort of its kind** in Pennsylvania east of Pittsburgh. The program, named the **Mason Shaffer Public Cord Blood Program at Main Line Health**, will be offered to all expectant mothers delivering at Lankenau Medical Center and Bryn Mawr Hospital. Plans are underway to expand the program to expectant mothers delivering at Paoli and Riddle hospitals.

EVENT: Community Blood Services and the Mason Shaffer Foundation Launch First Public Cord Blood Banking Program in the Philadelphia Area at Main Line Health.
Umbilical cord blood stem cells are already saving lives.

LOCATION: Lankenau Medical Center
Annenberg Center for Medical Education
100 East Lancaster Avenue, Wynnewood, PA

DATE: Wednesday, May 4, 2011

TIME: 1 p.m.

WHO:

- Mason Shaffer and his parents, Sarah and Marc Shaffer
- Main Line Health Chair of ObGyn, Nancy Roberts, MD
- Community Blood Services' President & CEO, Dr. Dennis Todd

Beginning May 4th, all women giving birth at Lankenau Medical Center and Bryn Mawr Hospital will have the opportunity to donate their babies' lifesaving umbilical cord blood for FREE. This donation will be listed on the National Marrow Donor Program's (NMDP) Be The Match Registry for possible use by patients in need of stem cell transplants in Pennsylvania and worldwide.

Umbilical cord blood is rich in non-controversial stem cells which can be used to successfully treat more than 70 life-threatening diseases, including many types of cancers and blood disorders. Umbilical cord blood is a byproduct of birth that is usually discarded. Donation poses no physical risk to the mother and baby and is completely painless.

About the New Jersey Cord Blood Bank (NJCBB) at Community Blood Services

In 2005, New Jersey became the first state in the U.S. to create a publicly funded umbilical cord blood and placental stem cell bank and education program. Community Blood Services took over all operations of the New Jersey Cord Blood Bank (NJCBB) in 2007, becoming New Jersey's only not-for-profit public cord blood bank. Today, the NJCBB is a member of the NMDP and National Cord Blood Inventory (NCBI) and collects umbilical cord blood from mothers delivering at designated hospitals in New Jersey, Delaware, Rhode Island, Maryland and Pennsylvania. The umbilical cord blood units are then listed on the NMDP Registry, which is searched for lifesaving stem cell matches.

About Community Blood Services

In addition to being the home of the NJCBB, Community Blood Services is one of the largest independent blood centers serving New Jersey and New York State, supplying blood and blood products to 25 hospitals in those states. Its headquarters is in Paramus, NJ. It operates donor centers in Paramus and Lincoln Park (NJ) and New Windsor (NY), and runs satellite donation sites and mobile blood drives with schools, corporations and community groups. Its HLA Registry (HLA stands for human leukocyte antigens, the genetic information encoded on white blood cells), which recruits volunteer marrow stem cell donors, is one of the largest independent members of the NMDP. Community Blood Services is fully licensed and accredited. Additional information is available at www.communitybloodservices.org.

About the Mason Shaffer Foundation

The Mason Shaffer Foundation is a 501(c)3 non-profit organization founded in 2010 by Sarah and Marc Shaffer. Their son Mason received a successful stem cell transplant in 2009 from donated cord blood. The Mason Shaffer Foundation was established to expand the network of hospitals that participate in cord blood donation programs and promote education on the cord blood donation process. Other goals of the foundation include funding umbilical cord blood stem cell research, establishing a support network for families of children with Osteopetrosis, and providing support for transplant families at Nemours, Alfred I duPont Hospital for Children. The foundation's board also includes Mason's transplant physician, pediatrician, and close family and friends. Additional information about the foundation is available at www.MasonShafferFoundation.org

About Main Line Health

Founded in 1985, Main Line Health (MLH) is a non-profit health system serving portions of Philadelphia and its western suburbs. At its core are four of the region's most respected acute care hospitals — Lankenau Medical Center, Bryn Mawr Hospital, Paoli Hospital and Riddle Hospital — as well as one of the nation's premier facilities for rehabilitative medicine, Bryn Mawr Rehab Hospital, and Mirmont Treatment Center for drug and alcohol recovery. Main Line Health, with over 10,000 employees and 2,000 physicians, provides the area's most advanced medicine, as well as health-centered care, education and research to help our community stay well ahead on the path to life-long health. MLH has over 8000 births each year.