Sample Press Release – Copy & Paste Onto Facility Letterhead

FOR IMMEDIATE RELEASE CONTACT: [Media Contact]

[Date here] [Contact phone]

[Contact email]

**[Facility Name] Earns AABB Accreditation in [Activity Name]**

[City, State]– [Facility Name] has earned AABB accreditation, achieving the highest standards of quality in [name of activity], according to [name and title of CEO/Administrator/ Medical Director].

This accreditation follows an intensive assessment by specially trained AABB assessors and establishes that the level of technical and administrative performance of the facility meets or exceeds the high-quality standards set by AABB.

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“[Facility Name]’s top priority is our [select from list: patients, donors, clients and customers],” [Name of CEO/Administrator/Medical Director]explained. “Our voluntary AABB Accreditation reflects this, as does our desire to demonstrate the high level of professional and technical expertise that contributes to quality performance and patient safety in our [facility/facilities]. AABB Accreditation is synonymous with quality and excellence at facilities throughout the world.”

The AABB Accreditation program is one of three external evaluation programs in the US accredited by the International Society for Quality in Health Care External Evaluation Association (IEEA). AABB Accreditation has achieved federal deemed status indicating that the Centers for Medicare and Medicaid (CMS) has found that AABB accreditation meets or exceeds federal requirements.

**About AABB**

AABB (Association for the Advancement of Blood & Biotherapies) is an international, not-for-profit organization representing individuals and institutions involved in the fields of transfusion medicine and biotherapies. The Association works collaboratively to advance the field through the development and delivery of standards, accreditation and education programs. AABB is dedicated to its mission of improving lives by making transfusion medicine and biotherapies safe, available and effective worldwide.

**[Insert your Organization’s Boilerplate Description]**

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