



Mississippi Valley Regional Blood Center

5500 LAKEVIEW PARKWAY
DAVENPORT, IOWA 52807
563 / 359-5401
FAX: 563 / 359-8603
800 / 747-5401
www.bloodcenter.org

NEWS RELEASE

July 12 2007

CONTACT: Jenny Garner, (563) 823-4121 direct line, or 1-800-747-5401, or (563) 349-1571 cell phone

MEDIA ADVISORY

Whitey's Ice Cream to Host Pint-for-Pint Blood Drives

WHAT: Whitey's Ice Cream is teaming up once again with the Mississippi Valley Regional Blood Center (MVRBC) to host a series of ***Pint-for-Pint Blood Drives*** at three of their Quad City locations. During last year's first-ever drives, 90 individuals donated blood to help patients in need of life-saving blood products.

To sign up to give a pint and get a pint, the process is simple: donate blood at one of the three *Pint-for-Pint Blood Drives*, and receive a coupon for a free pint of ice cream.

If an individual is unable to visit one of the three Whitey's locations, he or she may still participate in the *Pint-for-Pint* promotion by calling MVRBC at 1-800-747-5401, ext. 119, to schedule an appointment between Monday, July 23, and Friday, July 27. Whitey's Ice Cream plans to continue this innovative concept for donors on an annual basis.

WHEN/ Monday, July 23 – 4 to 8 p.m.
WHERE: Whitey's Ice Cream, 2525 – 41st Street, Moline

Wednesday, July 25 – 4 to 8 p.m.
Whitey's Ice Cream, 3515 Middle Road, Bettendorf

Friday, July 27 – 4 to 8 a.m.
Whitey's Ice Cream, 2516 – 18th Avenue, Rock Island

WHY: People need blood every day; automobile accident victims, burn victims and surgery patients. Many modern medical advances, such as organ transplants and effective cancer therapies, would not be possible without blood products.

“We want to surpass the mark we set last year with number of donations, and I believe it's possible,” said Jon Tunberg, co-owner, Whitey's Ice Cream. “Blood donors are special people, and rewarding them for being a donor is a good thing. If ice cream works, that's terrific.”

Donors must be at least 17 years old, or 16 with parental permission, weigh at least 110 pounds, and be in general good health to give. Please bring along photo I.D. or donor I.D. card.

Mississippi Valley Regional Blood Center is the exclusive provider of blood products and services for all Quad City area hospitals. For over 30 years, MVRBC has offered dependable and reliable service on a 24-hour basis, and currently serves 53 hospitals in 45 counties throughout Iowa, Illinois, Wisconsin, and Missouri.

-end-

