

**FOR IMMEDIATE RELEASE**

**CONTACT**

**Kirby Winn: Manager, Public Relations**  
kwinn@impactlife.org | (563) 349-1571

**ImpactLife ships blood components to region impacted by tragic shootings in Michigan**

**(December 3, 2021 | Davenport, Iowa)** – Following up on a request made through Blood Centers of America, ImpactLife has provided units of red blood cells to help support blood inventory needs in Michigan following this week’s tragic shooting at Oxford High School. The request for outside support was made by a fellow member of Blood Centers of America, or BCA, and a provider to hospitals in the affected region north of Detroit, Michigan.

“Following a mass transfusion incident, hospitals need to replace units of blood that were used in the initial emergency response,” said Mike Rasso, Director, Sales and Inventory for ImpactLife. “The type O-positive red blood cells we shipped to our colleagues in Michigan will help replenish the local blood supply in the affected region.”

Donors are asked to schedule appointments at ImpactLife donor centers or mobile blood drives to help ensure the ongoing availability of blood components for hospitals in the ImpactLife service region and to help meet emergency needs that may arise within our region or around the country. To schedule, call (800) 747-5401, schedule online at [www.bloodcenter.org](http://www.bloodcenter.org), or by using the ImpactLife mobile app ([www.bloodcenter.org/app](http://www.bloodcenter.org/app)).

**Future planning: ImpactLife to launch participation in Blood Emergency Readiness Corps in January**

In January, ImpactLife will formally launch its participation in Blood Emergency Readiness Corps (BERC), a group of blood providers from across the country that have committed to collecting extra blood units on a rotating, “on call” schedule. The extra blood products will be held in reserve for any critical-need scenario, such as a mass shooting or natural disaster. BERC members have also supported the Michigan blood supply through an activation of the Blood Emergency Readiness Corps (<https://bloodemergencyreadinesscorps.org/activations/>).

“The needs of our local hospitals will always come first,” said Rasso. “But we are always glad to be a resource sharing partner when the local blood supply is sufficient to meet outside needs. Our participation as a member of Blood Emergency Readiness Corps will help strengthen our ability to respond in times of crisis.”

**“Thank You” to Donors: all receive voucher for long-sleeve shirt or gift card**

ImpactLife is pleased to offer all blood donors a gift as a special thank you. Everyone who registers to give blood at all ImpactLife donor centers or mobile blood drives will receive a voucher to redeem for a long-sleeve ImpactLife shirt or gift card. (Learn more at [www.bloodcenter.org/promotions](http://www.bloodcenter.org/promotions).)



**About ImpactLife**

ImpactLife is a not-for-profit community organization providing blood services to 126 hospitals in Illinois, Iowa, Missouri, and Wisconsin, as well as resource sharing partners across the country. Services extend from southcentral Wisconsin to St. Louis, Missouri and from Danville, Illinois to Chariton, Iowa. ImpactLife operates 20 Donor Centers and holds approximately 5000 mobile blood drives annually to provide blood components needed for patient transfusions at hospitals throughout our region.

ImpactLife recently announced its new name. For more information on the name change, see [www.bloodcenter.org/impactlife](http://www.bloodcenter.org/impactlife). For more information, see [www.bloodcenter.org](http://www.bloodcenter.org) and find us @impactlifeblood on Facebook, Twitter, Instagram, YouTube, and Snapchat.

-end-