



FOR IMMEDIATE RELEASE

Mississippi Valley Regional Blood Center

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Blood Center invites donors to participate in National “Bleed Blue” Blood Drive, Jan. 6-11

Blood providers across the U.S. promote opportunity to honor law enforcement through blood donation

(January 6, 2020 | Earth City, Missouri) – Donors who give blood with Mississippi Valley Regional Blood Center are invited to take part in the National “Bleed Blue” Blood Drive during the first full week of January (Jan. 6-11). Coinciding with Law Enforcement Appreciation Day on Thursday, Jan. 9, donors who give at MVRBC Donor Centers will be invited to complete an “I Bleed for _____” sign and to post photos of their donation to social media using the hashtag #BleedBlue. Tagged images will be shared on the Blood Center’s Facebook, Twitter, and Instagram accounts. MVRBC has also activated a #BleedBlue filter on SnapChat at its Donor Centers for the week of Jan. 6-11.

For information on opportunities to donate at a nearby Donor Center or upcoming mobile blood drive, please call (800) 747-5401, schedule online through www.bloodcenterimpact.org, or use the Blood Center’s mobile app (links to download at www.bloodcenter.org/app). Donors can credit their donation to the #BleedBlue campaign by using code 61145 when registering to give blood at their Donor Center.



Sgt. Tracy Lillard, known as “Trooper Tracy” for her work on Illinois State Police social media accounts, reflected on first responders who have been injured in the line of duty: “Blood donation has sustained the lives of our troopers who have been hit. This is such a wonderful way to show support for law enforcement, by donating something you truly can’t repay.” (For more of Trooper Tracy’s interview, see <https://youtu.be/XUtdZ6eNOB8>).

The January 9 Law Enforcement Appreciation Day is organized by COPS (Concerns of Police Survivors). COPS has organized the National “Bleed Blue” Blood Drive to pay tribute to members of law enforcement and the role transfusion medicine plays in treating victims of trauma.

“Police officers are ‘on the scene’ of traffic accidents and other incidents involving injuries or trauma with blood loss,” said Jim Watts, Donor Relations Manager. “They work with paramedics to get injured persons to hospitals, and those individuals are frequently treated with blood transfusions.”

From Jan. 6 – 11, donors who give blood at MVRBC Donor Centers will have the opportunity to honor law enforcement by completing an “I Bleed Blue for _____” sticker and by posting photos to social media accounts with the hashtag #BleedBlue. (MVRBC will retweet and re-post photos using the hashtag.) Donors may credit their donation to the #BleedBlue campaign by using group code 61145 when they register to give blood. In addition, all presenting donors will receive a voucher for a \$10 gift card to Casey’s General Stores, Amazon, or Starbucks, double points to use in the Donor Loyalty Store, and automatic entry in the Blood Center’s region-wide \$250 “Critical Week” Visa gift card drawing. For additional information, see www.bloodcenter.org/bleedblue.



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MISSISSIPPI VALLEY REGIONAL BLOOD CENTER

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Blood donation is a safe, simple procedure that takes about 45 minutes to one hour. A photo I.D. or MVRBC Donor Card is required to donate. All persons age 17 and up (or 16, with a signed parental permission form) who weigh at least 110 lbs. and are in general good health meet the basic eligibility requirements for blood donation.

About Mississippi Valley Regional Blood Center

Mississippi Valley Regional Blood Center (MVRBC) is the exclusive provider of blood products and services to more than 100 hospitals in Illinois, Iowa, Missouri and Wisconsin, including more than two dozen hospitals from Jefferson City and the St. Louis Metropolitan Region. Locally, this includes Mercy Hospital St. Louis, SSM Health Saint Louis University Hospital, and SSM Health Cardinal Glennon Children's Hospital.

The 501(c)(3) not-for-profit blood center was established in 1974 and operates as Central Illinois Community Blood Center (Springfield, Illinois) and Community Blood Services of Illinois (Champaign-Urbana, Illinois). The Blood Center's [service region](#) extends from southwestern Wisconsin to St. Louis, Missouri and from Danville, Illinois to Chariton, Iowa, an area with a population of more than 4-million residents.

For more information, see www.bloodcenter.org and visit the Blood Center's social media channels: www.facebook.com/MVRBC, www.twitter.com/willyougive, www.youtube.com/MVRBC, and www.instagram.com/willyougive/.

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