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September is Childhood Cancer Awareness Month

Blood donation helps support pediatric patients in treatment for cancer

(Sept. 1, 2021 | Davenport, Iowa) – ImpactLife will recognize pediatric cancer patients throughout the month of September in honor of Childhood Cancer Awareness Month. While the blood center works with pediatric cancer patients and their families year-round, it will emphasize Childhood Cancer in social media posts and donor outreach during Childhood Cancer Awareness Month. The awareness campaign comes at a time when ImpactLife blood inventories are at or below a 3-day supply for most blood types. All eligible donors are asked to schedule appointments for donation by calling (800) 747-5401, scheduling online at www.bloodcenter.org, or via the blood center's mobile app (www.bloodcenter.org/app). To thank those who give in September, ImpactLife will provide donors a voucher to redeem for their choice of a gift card or donor shirt.

Blood Donors Make a Difference!

The monthlong campaign will focus on the difference donors can make for children in treatment for cancer, such as Kale (right, above) and Hudson (right, below). The blood services provider also encourages donors to use and share social media graphics and patient stories available on the ImpactLife web site: <https://www.bloodcenter.org/donate/spread-the-word/childhood-cancer/>.



Kale was just five years old in 2015 when he was diagnosed with Non-Hodgkin's Burkitt's Lymphoma. He has received multiple blood transfusions and his family has held blood drives throughout his treatment.



CHILDHOOD CANCER AWARENESS

Online resources include patient testimonials, frames for profile pictures, cover photos, social media graphics, links to videos, and more.

About ImpactLife

ImpactLife is a not-for-profit community organization providing blood services to more than 120 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. (See a [map](#) of the ImpactLife service region.) 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. For more information, see www.bloodcenter.org and find us @impactlifeblood on Facebook, Twitter, Instagram, YouTube, and Snapchat.



Hudson was diagnosed with leukemia before his 2nd birthday and has received multiple blood transfusions as part of his treatment. Hudson's family and community have rallied to support the blood supply.

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