



FOR IMMEDIATE RELEASE

CICBC
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Donors Needed to Support Blood Supply at Memorial Day Weekend, First Weeks of Summer
\$10 gift cards for all presenting donors beginning Mon., May 27; Choice of Amazon, Casey’s, Dairy Queen, or Domino’s

(May 23, 2019 | Springfield, Ill.) – To thank donors who support the blood supply during the summer months, Central Illinois Community Blood Center (CICBC) will provide all presenting donors with a voucher to redeem for a \$10 gift card beginning Memorial Day (Mon., May 27). The Blood Center’s summer promotion will continue through Sept. 8, with multiple drawings for \$500 Visa gift cards scheduled during the most challenging weeks of summer (see dates below). Donors may schedule an appointment to give blood by calling (866) 448-3253, scheduling online at www.bloodcenterimpact.org, or via the IMPACT mobile app (www.bloodcenter.org/app).

As the school year comes to an end, so does the Blood Center’s schedule of high school and college blood drives, and this means a decrease in the overall rate of blood donation, by as much as 20%. Amanda Hess, Director, Donor and Public Relations, says it will be critical to schedule additional donations in the days surrounding Memorial Day Weekend and the unofficial start of summer.

“We may see fewer donors because of the holiday weekend, but the hospitals we serve never take a day off,” said Hess. “It’s our job to provide a steady blood supply even during holidays, and that’s why we’re asking donors of all blood types to schedule appointments right away and asking sponsor groups to host additional blood drives this summer.”

The voucher for the \$10 gift card is redeemable online or by phone for the donor’s choice of Amazon, Casey’s General Store, Dairy Queen, or Domino’s. While donations are needed every day, the weeks surrounding summer holidays are the most challenging. In response, the Blood Center has planned a series of drawings for a \$500 Visa gift card during these critical weeks.

May 20 - 26	June 24 - 30	July 29 - Aug. 4	Sept. 9 - 15
May 27 - June 2	July 1 - 7	Aug. 26 - Sept. 1	
June 17 - 23	July 22 - 28	Sept. 2 - 8	

CICBC is a division of Mississippi Valley Regional Blood Center and is the provider to OSF HealthCare Saint Francis Medical Center in Peoria, OSF HealthCare Saint Joseph Medical Center in Bloomington, and to hospitals in Galesburg, Pontiac, Lincoln, Springfield, and other communities throughout Central Illinois. MVRBC is based in Davenport, Iowa, with regional operations in Urbana (Community Blood Services of Illinois) and Springfield (Central Illinois Community Blood Center). For information on upcoming blood drives in Peoria County, see www.bloodcenterimpact.org or call (800) 747-5401.

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. For more information, call the Blood Center at (800) 747-5401, visit www.bloodcenter.org or download the IMPACT mobile app for Apple iOS or Android phones at www.bloodcenter.org/app.

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Blood Donors Save Lives: Meet Kelsey Gaby

Blood donations are often used to help treat patients with cancer, victims of trauma, and patients needing surgery. Kelsey Gaby, a nursing student, received multiple blood transfusions after suffering serious injuries in a car accident at age 16. "Blood donors helped save my life," says Gaby. "You never know when someone might need a lifesaving blood transfusion. That's why I encourage everyone who can give blood to please consider donating." Having recovered from her injuries after multiple surgeries and a lengthy process of rehabilitation, Gaby is now a college student pursuing a career in nursing.



About Mississippi Valley Regional Blood Center

Mississippi Valley Regional Blood Center (MVRBC), based in Davenport, Iowa, serves 95 hospitals in Illinois, Iowa, Missouri and Wisconsin, as well as resource sharing partners across the country. 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 Albia, Iowa, an area with a population of more than 4-million residents. (See p. 3 for a map of the MVRBC service region.)

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

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