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THE WORLD**  
ONE PINT AT A TIME

## FOR IMMEDIATE RELEASE

Mississippi Valley Regional Blood Center

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## Donors Needed as Blood Center Reaches Low Point of Summer for Blood Donation

Mississippi Valley Regional Blood Center asks public to 'roll up their sleeves' to support blood supply

(July 29, 2019 | Kewanee, Ill.) – Mississippi Valley Regional Blood Center (MVRBC) reminds donors they can help save lives by providing a critical resource for local hospitals during the most challenging weeks of summer for the blood supply. To schedule an appointment to give blood at an MVRBC Donor Center or mobile blood drive, call (800) 747-5401, schedule online at [www.bloodcenterimpact.org](http://www.bloodcenterimpact.org) or via the IMPACT mobile app, available for download on Apple iOS and Android platforms at [www.bloodcenter.org/app](http://www.bloodcenter.org/app).



Stephen Sallows know first-hand how this gift impacts the lives of others. **“As a firefighter and medic, I’ve seen what causes the need for an emergency blood transfusion,”** said Sallows. **“Blood is used to save lives in emergency and trauma and ICU units, so giving blood is just one more way I can lend a hand to change that person’s life and maybe save one more.”**

The rate of blood donation declines between Memorial Day and Labor Day due to the Blood Center’s inability to schedule blood drives at high schools, colleges, and universities. Travel for summer vacations and busier schedules also play a role in decreasing blood inventories said Amanda Hess, Director, Donor and Public Relations.

“Now is the best time to give,” said Hess, “When a crisis or trauma occurs, it is the blood that is already ‘on the shelves’ that can mean the difference between life and death for patients in need,” added Hess.

To thank those who support the blood supply this time of year, the Blood Center will provide all who register to donate with a voucher redeemable for a \$10 gift card to the donor’s choice of Amazon, Casey’s General Stores, Dairy Queen, or Domino’s. With each donation, donors will also earn points that can be redeemed in the Blood Center’s online loyalty store for exclusive donor gifts such as apparel, drinkware, and phone accessories. In addition, through September 16, all donations made on Fridays, Saturdays, Sundays, and Mondays will earn double points to use in the online store.

“Providing blood for patient transfusions helps save lives at our local hospitals,” said Hess. “Meeting patient needs at our local hospitals means providing a steady blood supply throughout the summer. We’re doing all we can to recruit additional donors and make sure the blood supply remains strong.”

### “HEROES ARE OUR TYPE” DONOR PROMOTIONS

- Through Sept. 8, ALL DONORS will receive vouchers redeemable for a \$10 gift card to the donor’s choice of Amazon, Casey’s General Stores, Dairy Queen, or Domino’s
- Through Sept. 16, ALL DONORS will receive Double Points in the IMPACT Donor Loyalty Store for donations made on Fridays, Saturdays, Sundays, and Mondays.
- “Critical Week” Drawings for \$500 Visa gift card (multiple drawings scheduled during the most challenging weeks of summer): July 22 - 28, July 29 - Aug. 4, Aug. 26 - Sept. 1, Sept. 2 - 8, Sept. 9 - 15

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**MISSISSIPPI VALLEY REGIONAL BLOOD CENTER**

**CENTRAL ILLINOIS COMMUNITY BLOOD CENTER • COMMUNITY BLOOD SERVICES OF ILLINOIS**

Donations of all blood types are needed, but there is a special need for type O-negative and O-positive whole blood donors, type AB plasma donors and platelet donors. Type O red blood cells and AB plasma are “universal” blood components, so named because these components can be transfused to patients of all other blood types and are frequently used in emergency settings.

### **About Mississippi Valley Regional Blood Center**

Mississippi Valley Regional Blood Center (MVRBC) serves more than 100 hospitals in Illinois, Iowa, Missouri and Wisconsin, as well as resource sharing partners across the country. Locally, this includes OSF HealthCare Saint Luke Medical Center (Kewanee), OSF HealthCare Saint Francis Medical Center (Peoria), Genesis Health System (Quad Cities), UnityPoint Health (Quad Cities), and Hammond Henry Hospital (Geneseo)

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](http://www.bloodcenter.org) and visit the Blood Center’s social media channels: [www.facebook.com/MVRBC](https://www.facebook.com/MVRBC), [www.twitter.com/willyougive](https://www.twitter.com/willyougive), [www.youtube.com/MVRBC](https://www.youtube.com/MVRBC), and [www.instagram.com/willyougive/](https://www.instagram.com/willyougive/).

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