



FOR IMMEDIATE RELEASE

Mississippi Valley Regional Blood Center

CONTACT

Kirby Winn

Manager, Public Relations

kwinn@mvrbc.org | (563) 349-1571

Blood Center seeks Type O donors following high volume of trauma cases

Blood supply challenged by increase in blood utilization following Labor Day Weekend

(Sept. 6, 2019 | Cedar Rapids, Iowa) – Mississippi Valley Regional Blood Center (MVRBC) has an immediate need for Type O donors after a series of trauma cases has led to a spike in blood utilization at hospitals served by MVRBC. This increase has come in the days following Labor Day Weekend, during which the rate of blood donation decreased by approximately 20%. MVRBC has expanded its weekend hours and now offers appointments for donation on Sundays in certain locations. The Blood Center asks all eligible donors, particularly those in the Type O blood group, to schedule an appointment as soon as possible by calling (800) 747-5401, scheduling online at www.bloodcenterimpact.org or by using the IMPACT mobile app, available on Apple iOS and Android platforms at www.bloodcenter.org/app.

Donations made prior to an emergency – tested, processed, and “on the shelves” – are critical to emergency treatment of injuries involving blood loss. Type O-negative red blood cells, which can be transfused to patients of every blood type, is most often used in emergencies – when the components must be transfused before the patient’s blood type is known. Newborns, infants, and those with compromised immune systems also frequently receive O-negative red cells.

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 will earn double points to use in the online store.



“HEROES ARE OUR TYPE” DONOR PROMOTIONS

- Through Sun., 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

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 UnityPoint St. Luke’s Hospital, Mercy Cedar Rapids, Mercy Iowa City, and is the primary supplemental provider to University of Iowa’s DeGowin Blood Center.

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, and www.instagram.com/willyougive/.

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