



## 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 | Maryland Heights, MO)** – 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](http://www.bloodcenterimpact.org) or by using the IMPACT mobile app, available on Apple iOS and Android platforms at [www.bloodcenter.org/app](http://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 more than two dozen hospitals across in the St. Louis Metropolitan Region. The 501(c)(3) not-for-profit blood center was established in 1974. The Blood Center’s [service region](#) extends from Madison, 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/).

-end-

**MISSISSIPPI VALLEY REGIONAL BLOOD CENTER**

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