



## FOR IMMEDIATE RELEASE

Community Blood Services of Illinois

### CONTACT

Kirby Winn

Manager, Public Relations

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

## Donors Needed to replenish blood supply following weekend spike in patient need Increased blood utilization leads to immediate need for all blood types

**(August 6, 2019 | Urbana, Ill.)** – Community Blood Services of Illinois (CBSI) has an immediate need for donors following a weekend of increased utilization of blood components at hospitals served by MVRBC. In separate cases over the weekend, patients at a hospital served by the Blood Center have required high volumes of red blood cell transfusions. To replenish the blood supply, Community Blood Services asks all eligible donors to give blood during the week of August 5. To schedule an appointment to donate, call (800) 217-4483, 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).

The spike in blood utilization required the Blood Center to move components from its distribution hubs and other locations to keep pace with emerging patient needs. “We will need to replace these products on our shelves as soon as possible,” said Amanda Hess, Director, Donor and Public Relations. “Blood inventories are already challenged at this time of year, so we greatly appreciate donors stepping forward to help save lives.”

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. Type O-negative and O-positive red blood cells were used as part of last weekend’s increase in blood utilization. This week, CBSI looks to add whole blood and platelet donations to keep pace with patient need.



The Blood Center is unable to schedule blood drives at high schools, colleges, and universities during the summer months and as a result, the rate of blood donation decreases in June, July, and August. Busy summer schedules and travel for summer vacations also impact blood inventories. 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.

*Giving is in the family! Caroline Day gives blood with her parents because it’s a way to support families like their own. Her mother, Diana, received blood at the time of Caroline’s birth.*

### “HEROES ARE OUR TYPE” DONOR PROMOTIONS FOR ALL DONATION TYPES

- 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.

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## MISSISSIPPI VALLEY REGIONAL BLOOD CENTER

CENTRAL ILLINOIS COMMUNITY BLOOD CENTER • COMMUNITY BLOOD SERVICES OF ILLINOIS

## About Community Blood Services of Illinois

Community Blood Services of Illinois (CBSI) is a division of Mississippi Valley Regional Blood Center, not-for-profit provider of blood products and services to more than 100 hospitals in Illinois, Iowa, Missouri and Wisconsin, including Carle Foundation Hospital and OSF HealthCare Heart of Mary Medical Center in Champaign-Urbana, Sarah Bush Lincoln Health Center in Mattoon, and OSF HealthCare Sacred Heart Medical Center in Danville.

The [MVRBC 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 four million residents. To find a nearby Donor Center or mobile blood drive, call (800) 217-4483 or check schedules online at [www.bloodcenterimpact.org](http://www.bloodcenterimpact.org).

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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