



FOR IMMEDIATE RELEASE

Mississippi Valley Regional Blood Center

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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 | Cedar Rapids, Iowa) – Mississippi Valley Regional Blood Center (MVRBC) 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, MVRBC asks all eligible donors to give blood in the coming days. To schedule an appointment to donate, call (800) 747-5401, schedule online at www.bloodcenterimpact.org or via the IMPACT mobile app, available for download on Apple iOS and Android platforms at 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. The Blood Center 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.

“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.

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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.

MISSISSIPPI VALLEY REGIONAL BLOOD CENTER

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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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