



## FOR IMMEDIATE RELEASE

Central Illinois Community Blood Center

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## Blood Center looks to increase donations leading up to Fourth of July

**(June 27, 2019 | Decatur, Ill.)** – Anticipating a decrease in donations due to the upcoming holiday, Central Illinois Community Blood Center (CICBC) is seeking additional blood donors in the days leading up to Fourth of July. A strong week of donations before the holiday weekend will help ensure the Blood Center will continue meeting patient needs at local hospitals. Donors may schedule an appointment to give blood by calling (866) 448-3253, scheduling online at [www.bloodcenterimpact.org](http://www.bloodcenterimpact.org), or via the IMPACT mobile app ([www.bloodcenter.org/app](http://www.bloodcenter.org/app)).

As an added 'Thank You' for donating, all presenting donors will receive a voucher for a \$10 gift card, double or triple points to spend in the Blood Center's donor loyalty store (3X points through June 30, then 2X Points July 4 - 7), and automatic entry in drawings for a \$500 Visa gift card (winners chosen the week of June 24-30 and the week of July 1-7).

The voucher for the \$10 gift card is redeemable for 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.

Amanda Hess, Director, Donor and Public Relations, commented on the difficulties the Blood Center faces during the summer months. "Summer holidays are challenging times for volunteer blood donation," said Hess. "And with Fourth of July falling on a Thursday this year, we will see an impact on donations throughout the week and continuing through the weekend."

### Blood Donors Make a Difference! Meet Milo and Brooks

The Beard Brothers, Milo and Brooks, both received blood transfusions provided by CICBC donors at the time of their birth. Today, they are healthy, growing boys who help with the "Beard Brothers Give Back" blood drive in their hometown. "Volunteer donors make a difference for families around our region who rely on their generosity throughout the year," said Hess. "What better time than the Fourth of July to support your community as a blood donor?"



All blood types are needed, but the demand for type O-Negative red blood cells and type AB plasma is especially high because these are universal products that can be transfused to patients of all blood types. These types are frequently used to treat trauma victims, who may need to receive a blood transfusion before their blood type is known.

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## **About Central Illinois Community Blood Center**

Central Illinois Community Blood Center, a not-for-profit organization, is the provider of life-saving blood for 14 hospitals throughout central Illinois, including Decatur Memorial Hospital and HSHS St. Mary's Hospital in Decatur. A division of Mississippi Valley Regional Blood Center (MVRBC), Central Illinois Community Blood Center and MVRBC collect more than 180,000 units of blood annually and serve more than 100 hospitals in Illinois, Iowa, Missouri and Wisconsin. For more information, see [www.bloodcenter.org](http://www.bloodcenter.org) and visit the Blood Center's social media channels: [www.facebook.com/CICBC](https://www.facebook.com/CICBC), [www.twitter.com/willyougive](https://www.twitter.com/willyougive), and [www.instagram.com/willyougive/](https://www.instagram.com/willyougive/).

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