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

(June 27, 2019 | Galesburg, Ill.) – Anticipating a decrease in donations due to the upcoming holiday, Mississippi Valley Regional Blood Center (MVRBC) 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 (800) 747-5401, scheduling online at www.bloodcenterimpact.org, or via the IMPACT mobile app (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 MVRBC 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 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 Genesis Health System, UnityPoint Health, OSF HealthCare Saint Mary Medical Center (Galesburg), OSF HealthCare Saint Francis Medical Center (Peoria), OSF HealthCare Holy Family Medical Center (Monmouth) and McDonough District Hospital (Macomb).

The Blood Center is based in Davenport, Iowa, where MVRBC's testing, processing and primary distribution center produces transfusable blood component products from more than 200,000 whole blood and platelet apheresis donations each year. 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 four 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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