



FOR IMMEDIATE RELEASE

Community Blood Services of Illinois

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Labor Day Weekend to Challenge Blood Supply

Donations needed before and after holiday weekend to make up for 20% decrease

(August 28, 2019 | Urbana, Ill.) – The final three-day weekend of summer will cost our region’s blood supply approximately 20% of the donations projected to be made during the first week of September. Donors are needed in the days leading up to and immediately following Labor Day Weekend to ensure Community Blood Services of Illinois’ ability to provide an adequate supply through the holiday weekend. Community Blood Services invites all healthy individuals to schedule an appointment to give blood by calling (800) 217-4483, scheduling 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.

“Blood donors provide a lifesaving resource that cannot come from any other source,” said Amanda Hess, Director, Donor and Public Relations. “We will miss out on a day’s worth of collections due to the holiday itself, and the total impact on the week will be about 20% fewer donations than during a typical week. The use of blood at our local hospitals remains the same, so we are looking to increase appointments this week and next to make up for the decrease.”

DONORS MAKE A DIFFERENCE! Meet Gabriel



Diagnosed with aplastic anemia as an infant, Gabriel Smith received multiple blood transfusions even before he reached the age of one. Doctors determined he would need a bone marrow transplant, which he received from a donor in Germany at 14 months of age. Now 7, Gabriel and his family recently worked with the Make-a-Wish Foundation to fly his donor, Dennis Gutt, from the German town of Schuby to meet Gabriel in Springfield, Illinois.

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. Through September 16, all donations 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
- Automatic entry in drawings for a \$500 Visa gift card (winners chosen the week of August 26 - Sept. 1, week of Sept. 2 - Sept. 8 and week of Sept. 9-15).

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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.

For more information, see www.bloodcenter.org and visit the Blood Center's social media channels: www.facebook.com/MVRBC, www.twitter.com/willyougive, www.youtube.com/MVRBC, and www.instagram.com/willyougive/.

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