



FOR IMMEDIATE RELEASE

Mississippi Valley Regional Blood Center

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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 | Cedar Rapids, Iowa) – 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 Mississippi Valley Regional Blood Center’s ability to provide an adequate supply through the holiday weekend. MVRBC invites all healthy individuals to schedule an appointment for blood donations by calling (800) 747-5401, 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

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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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