



FOR IMMEDIATE RELEASE

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Donors Needed to Support Blood Supply at Memorial Day Weekend, First Weeks of Summer
\$10 gift cards for all presenting donors beginning Mon., May 27; Choice of Amazon, Casey’s, Dairy Queen, or Domino’s

(May 23, 2019 | Cedar Rapids, Iowa) – To thank donors who support the blood supply during the summer months, Mississippi Valley Regional Blood Center (MVRBC) will provide all presenting donors with a voucher to redeem for a \$10 gift card beginning Memorial Day (Mon., May 27). The Blood Center’s summer promotion will continue through Sept. 8, with multiple drawings for \$500 Visa gift cards scheduled during the most challenging weeks of summer (see dates below). Donors may schedule an appointment to give blood at an MVRBC Donor Center or mobile blood drive, by calling (800) 747-5401, scheduling online at www.bloodcenterimpact.org, or via the IMPACT mobile app (www.bloodcenter.org/app).

As the school year comes to an end, so does the Blood Center’s schedule of high school and college blood drives, and this means a decrease in the overall rate of blood donation, by as much as 20%. Amanda Hess, Director, Donor and Public Relations, says it will be critical to schedule additional donations in the days surrounding Memorial Day Weekend and the unofficial start of summer.

“We may see fewer donors because of the holiday weekend, but the hospitals we serve never take a day off,” said Hess. “It’s our job to provide a steady blood supply even during holidays, and that’s why we’re asking donors of all blood types to schedule appointments right away and asking sponsor groups to host additional blood drives this summer.”

The voucher for the \$10 gift card is redeemable online or by phone for the donor’s choice of Amazon, Casey’s General Store, Dairy Queen, or Domino’s. While donations are needed every day, the weeks surrounding summer holidays are the most challenging. In response, MVRBC has planned a series of drawings for a \$500 Visa gift card during these critical weeks.

May 20 - 26	June 24 - 30	July 29 - Aug. 4	Sept. 9 - 15
May 27 - June 2	July 1 - 7	Aug. 26 - Sept. 1	
June 17 - 23	July 22 - 28	Sept. 2 - 8	

MVRBC is the provider to 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 Blood Center operates Donor Centers in Cedar Rapids, Iowa City, and Muscatine, and holds mobile blood drives across the region.

All persons age 17 and up (or 16, with a signed parental permission form) who weigh at least 110 lbs. and are in general good health meet the basic eligibility requirements for blood donation. For more information, call the Blood Center at (800) 747-5401, visit www.bloodcenter.org or download the IMPACT mobile app for Apple iOS or Android phones at www.bloodcenter.org/app.

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Blood Donors Save Lives: Meet Kelsey Gaby

Blood donations are often used to help treat patients with cancer, victims of trauma, and patients needing surgery. Kelsey Gaby, a nursing student, received multiple blood transfusions after suffering serious injuries in a car accident at age 16. "Blood donors helped save my life," says Gaby. "You never know when someone might need a lifesaving blood transfusion. That's why I encourage everyone who can give blood to please consider donating." Having recovered from her injuries after multiple surgeries and a lengthy process of rehabilitation, Gaby is now a college student pursuing a career in nursing.



About Mississippi Valley Regional Blood Center

Mississippi Valley Regional Blood Center (MVRBC) is the exclusive provider of blood products and services to 95 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 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 Albia, Iowa, an area with a population of more than four million residents. For more information, go to www.bloodcenter.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, and www.instagram.com/willyougive/.

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