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Mississippi Valley Regional Blood Center
Central Illinois Community Blood Center
Community Blood Services of Illinois

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Gamers to Support Blood Supply

Blood Center partners with top esports organization, Team Liquid, to drive donations

(June 14, 2019 | Springfield, Illinois) – This [World Blood Donor Day](#), celebrated June 14, Central Illinois Community Blood Center is highlighting the critical need for regular blood donations. And to help engage a new generation of young donors, CICBC has partnered with Team Liquid, a multi-regional, professional esports organization with a national fanbase of more than seven million gamers.

The partnership with Team Liquid is part of a national effort organized by Blood Centers of America and takes aim at a key demographic – less than 20% of blood donations come from millennials (age 20-34 years), and young males donate at even lesser rates. To find out more about the campaign, visit www.healforreal.us.

“Engaging younger donors is a top priority to help ensure the long-term viability of the blood supply,” said Amanda Hess, Director Donor and Public Relations. “We are excited to begin working within the esports community to promote our cause and develop strong relationships with this key demographic.”

Through this partnership, the Blood Center will offer custom, limited edition “Team Liquid Turns Red” T-shirts to all first-time donors who give blood at an esports blood drive. Those who refer a new donor to an esports blood drive will also receive the T-shirt. In addition, everyone who qualifies to receive the T-shirt will receive instructions on free entry in a drawing for a Dell Alienware Aurora Gaming Compact Mid-Tower, valued at \$900.00. For information on blood drives and Donor Center locations involved in this promotion, see www.bloodcenter.org/healforreal.

“We’re proud to partner with Blood Centers of America and its members on this life-saving initiative,” said Team Liquid’s CEO, Steve Arhancet. “Our fans are such a supportive, tight-knit community, and now we’re calling on them to help us accomplish something bigger than what we could achieve in any competition. Collectively, we have the opportunity to make a measurable impact on communities as well as save lives.”

Blood providers must continually recruit new and younger donors to replace long-time donors who become ineligible to donate due to health concerns, retirement and relocation, or other reasons. This need is especially acute during the summer months, when the rate of blood donation can decrease by as much as 20%. As the blood provider to nearly 100 hospitals in Illinois, Iowa, Missouri, and Wisconsin, CICBC ensures donated blood reaches patients at hospitals and health systems nationwide.

“We are continually looking for new ways to engage a younger audience of prospective new donors,” said Hess. “We feel the gaming community has real potential to help us increase participation by new and younger donors.

CICBC is actively soliciting contacts in the esports community to sponsor and promote blood drives in connection with Team Liquid. For information on hosting a blood drive, please contact Holly Yates, Associate Director, Donor Relations, (hyates@mvrbc.org). To find a donation center near you, visit www.bloodcenter.org/healforreal or call (800) 747-5401. For additional information on the Heal for Real campaign, see www.healforreal.us.

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MISSISSIPPI VALLEY REGIONAL BLOOD CENTER

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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 a total of 95 hospitals in Illinois, Iowa, Missouri and Wisconsin. For more information, see www.cicbc.org.

About Team Liquid

Team Liquid was founded in 2000 and has evolved into one of the leading international multigame esports teams with training centers in Utrecht, The Netherlands, Sao Paulo, Brazil and Los Angeles, California. Team Liquid has over 65 athletes competing across 17 distinct games, including all major esports titles, such as DOTA 2, League of Legends, CS:GO, Fortnite, PUBG and more. Led by Co-CEOs Steve Arhancet and Victor Goossens, Team Liquid is one of the most successful esports teams in the Western market in terms of competitive achievement and fan engagement across multiple sports. Their League of Legends franchise is undefeated in North America in 2018 and 2019, claiming LCS titles in back-to-back splits and a second place finish at the international tournament the Mid-Season Invitational, while their CS:GO team is currently ranked #1 in the world. For more information: <https://goo.gl/dSYvHT>.

In addition to the premier esports team franchise, Liquid Enterprises operates various business units created to complement its esports athletic brand. This includes influencer management agency, [Liquipedia](#), [Liquid Media](#), and [1UP Studios](#), the full service production company known for its high-quality esports documentary style filmmaking, and creative commercial content.

Controlling interest in Team Liquid was recently purchased by esports ownership group, aXiomatic. aXiomatic leadership includes Co-Executive Chairmen Peter Guber, Ted Leonsis, Jeff Vinik and Bruce Karsh who together represent an unparalleled team of sports, technology, entertainment and investment industry titans.

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