

**CHANGE
THE WORLD**
ONE PINT AT A TIME

FOR IMMEDIATE RELEASE

Mississippi Valley Regional Blood Center
CONTACT
Kirby Winn
Manager, Public Relations
kwinn@mvrbc.org | (563) 349-1571

Blood Center to Join International Celebration of World Blood Donor Day; Weekend of June 14 honors Dr. Karl Landsteiner, researcher who identified ABO blood groups and Rh factor

(June 7, 2019 | Maryland Heights, Missouri) – Blood donors are invited to join Mississippi Valley Regional Blood Center (MVRBC) in the international celebration of World Blood Donor Day over the weekend of June 14-16. All presenting donors will receive a voucher for a \$10 gift card and Double Points in the Blood Center’s donor loyalty store. 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).

“Our donors are part of an international community of selfless volunteers who step forward and provide the blood supply for their local hospitals,” said Amanda Hess, Director, Donor and Public Relations. “And those donations are especially needed this time of year, as the rate of blood donation drops significantly – as much as 20% -- during the summer months. Please donate to help make sure the blood supply is strong leading up to Fourth of July.”

The voucher for the \$10 gift card is redeemable online or by phone for the donor’s choice of Amazon, Casey’s General Stores, Dairy Queen, or Domino’s. Donors are awarded Double Points to use in the IMPACT Loyalty Store on select days of the year when donations are needed most. Points can be banked and then used to purchase apparel and other gifts in the Blood Center IMPACT Donor Loyalty Store. (For example, coolers, umbrellas or pop sockets.)

About World Blood Donor Day

World Blood Donor Day celebrates the birth date of Karl Landsteiner, born June 14, 1868 in Vienna, Austria. He became a biologist and physician whose work helped make transfusion medicine possible. In 1901, Dr. Landsteiner identified the main blood groups: type A, type B, type AB and type O. Two decades later, he was part of a team at the Rockefeller Institute for Medical Research (New York) that discovered the Rh-factor in blood. Together, these breakthroughs helped define our knowledge of blood types and blood type compatibility in humans.

The event serves to thank voluntary, unpaid blood donors for their life-saving gifts of blood and also to raise awareness of the need for regular blood donations to ensure that all individuals and communities have access to affordable and timely supplies of safe and quality-assured blood and blood products, as an integral part of universal health coverage and a key component of effective health systems.



Safe Blood For All

Some shares are vital.
Donate blood, save lives.

World Blood Donor Day
ESTABLISHED IN 1982

World Health Organization

-more-

MISSISSIPPI VALLEY REGIONAL BLOOD CENTER

CENTRAL ILLINOIS COMMUNITY BLOOD CENTER • COMMUNITY BLOOD SERVICES OF ILLINOIS

The World Health Organization coordinates this international recognition of Dr. Landsteiner's birth date to raise awareness of the need for safe blood and blood products and to thank voluntary blood donors for their life-saving gifts of blood.

Emily Kress (right) needed 15 units of blood after experiencing internal bleeding during childbirth. "I highly encourage everyone to give blood," says Kress. "You never know when you or a loved one might need a transfusion." (Learn more about Emily's story at www.bloodcenter.org/kress.)



For more information and to access World Blood Donor Day campaign materials, see www.who.int/campaigns/world-blood-donor-day/2019.

MVRBC is the provider to 22 hospitals across the St. Louis Metropolitan Region, including SSM Health Cardinal Glennon Children's Hospital. The Blood Center operates Donor Centers in Crestwood and St. Peters and holds mobile blood drives across the region.

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 22 hospitals in the St. Louis Metropolitan Region. 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.

-end-