

Rock River Valley

BLOOD CENTER

Straight From the Heart



TENTH ANNUAL
ROCK & ROLL UP YOUR SLEEVE
BLOOD & MARROW DRIVE

FOR IMMEDIATE RELEASE—The Rock River Valley Blood Center, 104.9 WXRX, Rockford College and Texas Roadhouse are joining forces to host the Tenth Annual Rock & Roll Up Your Sleeve Blood and Marrow Drive. The event will take place Saturday, January 23, 2010 from 9:00am-4:00pm at Rockford College's Burpee Center in the Grace Roper Lounge, 5050 E. State St, Rockford, IL 61108.

The Tenth Annual 'Rock & Roll Up Your Sleeve' Blood Drive hopes to register at least 200 donors at the event. The event will feature WXRX's Stone and Double-T broadcasting LIVE from the event which will feature food from the Texas Roadhouse, prizes and give-a-ways. The first 104 donors will receive a special edition, souvenir tshirt provided by Guerilla Graffix.

As part of National Blood Donor Month, WXRX and the Rock River Valley Blood Center have established this annual event in hopes of generating new donors and increasing public awareness of the necessity of blood and marrow donations.

The Rock River Valley Blood Center serves as a centralized, community blood center and is the **only** provider of blood products and services to Beloit Memorial Hospital, Edgerton Hospital and Health Services, FHN, Mercy Harvard Hospital, OSF Saint Anthony Medical Center, Rochelle Community Hospital, Rockford Health System, SwedishAmerican Health System and SwedishAmerican Medical Center—Belvidere. For more information or to make an appointment to donate blood, please call toll free 877-RRVBC-99 or find RRVBC on the web at www.rrvbc.org.

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