

Rock River Valley

BLOOD CENTER

Straight From the Heart



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

FOR IMMEDIATE RELEASE—The Rock River Valley Blood Center, 104.9 WXRX and Kegel’s Harley-Davidson/Buell are joining forces to host the Ninth Annual Rock & Roll Up Your Sleeve Blood and Marrow Drive. The event will take place Saturday, January 24, 2009 from 9:00am-4:00pm at Kegel’s Harley-Davidson/Buell, 7125 Harrison Avenue in Rockford.

The Ninth 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 TT 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 is the sole supplier of blood and related services to OSF Saint Anthony Medical Center, Rockford Memorial Hospital, SwedishAmerican Hospital, Beloit Memorial Hospital, Edgerton Hospital and Health Services, FHN, Mercy Harvard Hospital and Rochelle Community Hospital.

For more information contact the Rock River Valley Blood Center at 815/965-8751 or toll free at 877-RRVBC-99, on the web at www.rrvbc.org.

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