

Rock River Valley
BLOOD CENTER
Straight From the Heart



FOR IMMEDIATE RELEASE

**Stephenson County Beef Association and RRVBC
to Celebrate National Beef Month**

In honor of National Beef Month, the Stephenson County Beef Association will be offering product samples to donors at Rock River Valley Blood Center's Freeport Donor Center the week of May 10-14, 2010. The center is open Monday and Tuesday (9:00am-6:00pm); Thursday and Friday (7:00am-2:00pm). The donor center is located at 461 E South Street in Freeport across from Cimino's. Donors will receive a prepackaged beef stick after donating. Beef is considered a great source of iron and protein and may be recommended to increase red blood cell and iron levels in some people.

"The most common reason people can't donate blood is because of a low hemoglobin, or volume of red blood cells. We provide donors with ways in which they might be able to increase these numbers. The Stephenson County Beef Association is celebrating Beef Month and thanking our donors at the same time." stated Jennifer Bowman, PR and Marketing Manager, RRVBC. "There will also be information and recipes for donors to take with them."

Donating blood is safe and simple. You are most likely able to donate if you are at least 17 years old (16 year olds may donate with parental consent), weigh at least 110 pounds and are in general good health. Persons taking medications are not necessarily disqualified.

The Rock River Valley Blood Center serves as a centralized, community blood center and is the sole provider of blood products and services to Beloit Memorial Hospital, Edgerton Hospital and Health Services, Freeport Health Network, 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.

Contact:
Jennifer M. Bowman
Public Relations and Marketing Manager
Rock River Valley Blood Center
815-961-2343 direct
815-621-8190 cell
jbowman@rrvbc.org