

Rock River Valley

BLOOD CENTER

Straight From the Heart



FOR IMMEDIATE RELEASE

Saturday, February 13, 2009

**Zimbrick Saturn of Rockford Opens Doors and Arms for
13th Annual Saturn National Donor Day with Rockford's Own Q98.5**

Saturday, Feb. 13, from 7:30am to 3:30pm, Zimbrick Saturn of Rockford and Q98.5 will celebrate the 13th annual Saturn National Donor Day aimed at raising awareness and encouraging blood and marrow, organ and tissue, donation.

"It is the largest one-day life-saving donation drive in the United States, and we're proud to be part of it," says General Manager, George Schaffner of Zimbrick Saturn of Rockford. "Thanks to local citizens, this event continues to be the largest one day blood drive each year. It's an amazing thing to be a part of. I encourage people to come down and be a part of history."

Saturn is joined by 98.5 WXXQ and First Northern Credit Union who help to sponsor the drive. 98.5's Q Crew will broadcast live. There will be special edition, souvenir t-shirts and other prizes while supplies last. There will be food throughout the day. Attendees can also register to win assorted prizes including tickets to the upcoming sold out Carrie Underwood concert. Winnebago Safe Kids Coalition will be on hand to do car seat safety checks during the event.

The need for donation is significant:

- Each day, approximately 40,000 units of blood are needed to save the lives of thousands of Americans
- Nearly 98,000 people in the United States are waiting for life-saving organ transplants.
- Approximately 38,000 patients each year are diagnosed with leukemia or other blood diseases that are potentially treatable with marrow cell transplants – but just one in three will find a donor match within their family.

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 Health System, Edgerton Hospital and Health Services, Freeport Health Network, Mercy Harvard Hospital, OSF Saint Anthony Medical Center, Rochelle Community Hospital, Rockford Health System, SwedishAmerican Hospital and SwedishAmerican Medical Center—Belvidere.

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