

*Rock River Valley*

# BLOOD CENTER

*Straight From the Heart*



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## FOR IMMEDIATE RELEASE

### **Blood Donors Needed Before the Holiday Weekend!**

To ensure an adequate blood supply over the holiday weekend, Rock River Valley Blood Center (RRVBC) is asking healthy individuals to donate blood this week. **Donors with types A, B and O are needed.** “The Fourth of July is always a challenging weekend. Our hospitals and trauma centers often have increased traffic and patient blood use over long, summer weekends, the blood must be ready to go when the calls come in, but we can’t do it without blood donors,” said Jennifer Bowman, PR/Marketing Manager. Don’t forget: RRVBC offers a voucher for a ticket to a Riverhawks game to each donor, and there are hot dogs on Wednesdays and ice cold slushies throughout the summer (at select locations).

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.

There are four community donor centers throughout the area (Belvidere, Freeport, Rockford) as well as many mobile blood drives. Log on to [www.rrvbc.org](http://www.rrvbc.org) for hours, directions and mobile blood drive schedules.

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, 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](http://www.rrvbc.org).

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