

Rock River Valley
BLOOD CENTER
Straight From the Heart



Hot Dog Wednesdays and Ice Cold Slushies Return to RRVBC for the summer

Beginning, Wednesday, June 2, the Rock River Valley Blood Center (RRVBC) will begin featuring "Hot Dog Wednesdays" and Ice Cold Slushies at donor centers in Rockford and Belvidere. RRVBC will provide hot dogs and all the fixin's to donors on Wednesdays through September 1. RRVBC will also feature ice-cold slushies each day throughout the summer. "Donors are our lifeline. They give of themselves on a regular basis to help save the lives of patients at area hospitals. This is a small way for us to thank our donors and hopefully encourage more people to donate," said Heidi Ognibene, Director of Community Resources.

As temperatures rise, so do high-risk activities and related injuries. "Recruiting donors is very challenging throughout the summer months. In order to maintain an adequate supply at all times, RRVBC incorporates several promotions each summer," stated Public Relations and Marketing Manager, Jennifer Bowman. One in three of us will need blood. Last year, more than 5 million American lives were saved through blood transfusion. The Rock River Valley Blood Center is making every attempt to ensure that the community is given the opportunity to conveniently donate blood.

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.

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