

Rock River Valley
BLOOD CENTER
Straight From the Heart



FOR IMMEDIATE RELEASE

**Rock River Valley Blood Center Calling for Donors
Before and After Holiday Weekend**

Thursday, May 26, 2011—The Rock River Valley Blood Center is asking healthy individuals to donate blood or platelets either before or after the Memorial Day weekend. At this time, RRVBC has **a need for O+, O- and B+ donors**. Donors can donate at any of RRVBC's four locations or at a mobile blood drive. For a detailed list of blood drives and donor center hours and locations, please visit www.rrvbc.org.

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 and SwedishAmerican Health System. 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