



FOR IMMEDIATE RELEASE

January is National Blood Donor Month

The Rock River Valley Blood Center announces that January is National Blood Donor Month. This annual month-long observance provides the blood banking community with an opportunity to pay tribute to past and present blood donors, and to extend an invitation to donate blood to those healthy, eligible individuals who have previously never given the gift of life. This call to action comes at a time when blood is traditionally in short supply due to the holidays, travel schedules, inclement weather and illness.

“Blood donors are the backbone of the community blood supply. They are the everyday heroes that ensure blood is there when patients need it. We thank them all year long, but it is important that they be honored for their dedication” said Linda Gerber, CEO. “We are urging people to start off the New Year by donating blood and by making a commitment to become a regular donor.”

According to Jennifer Bowman, RRVBC Public Relations and Marketing Manager, “The need for blood is constant. One in three people will need blood in their lifetime. Each day, patients across the country receive more than 40,000 units of this vital resource. This year alone, more than five million patients will require blood transfusions, as accident victims, people undergoing surgery, and patients receiving treatment for leukemia, cancer and other diseases.”

The Rock River Valley Blood Center serves as a centralized, community blood center and is the **only** provider of blood products and services to Beloit Health System, 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.

Media Contact: Jennifer Bowman
jbowman@rrvbc.org
Direct # 815-961-2343
Mobile # 815-621-8190

Rock River Valley

BLOOD CENTER

Straight From the Heart



Hours and Locations

Headquarters and Downtown Donor Center
419 North Sixth Street, Rockford, IL 61107
Mon-Thu 6:30am-6:00pm
Fri 6:30am-1:30pm
Sat 7:00am-11:00am

Belvidere Donor Center
1740 South State Street, Belvidere, IL 61008
Monday and Tuesday 9:00am-5:00pm
Wednesday and Thursday 11:00am-6:00pm
Fri 8:00am-1:00pm
Second Saturday of each month 7:00am-11:00am

Freeport Donor Center
461 East South Street, Freeport, IL 61032
Monday-Tuesday 9:00am-6:00pm
Thu-Fri 7:00am-2:00pm
Second Saturday of each month 7:00am-11:00am

Perryville Donor Center
3065 North Perryville Road, Rockford, IL 61114
Monday-Thursday 6:30am-7:00pm
Fri 7:00am-1:00pm
Sat 7:00am-1:00pm