

Rock River Valley

BLOOD CENTER

Straight From the Heart



FOR IMMEDIATE RELEASE

**Rockford Riverhawks and Rock River Valley Blood Center Announce
Straight from the Heart Wednesday's at Road Ranger Stadium this Summer**

The Rockford Riverhawks are helping to save lives this summer. Rock River Valley Blood Center (RRVBC) announces that all donors that register to donate blood this summer (Tuesday, June 1-Tuesday, August 31) will receive a voucher for admission to any Riverhawks, Wednesday, home game.

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 looks to partners in the community like the Rockford Riverhawks," stated RRVBC 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."

"We are thrilled about our summer long partnership with RRVBC, and we are proud to be associated with a great community leader. The RiverHawks understand the importance of donating blood and look forward to seeing all those blood donors here at Road Ranger Stadium every Wednesday this exciting summer!" said GM, Josh Olerud.

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.

For game schedules or more information visit the Riverhawks at <http://www.rockfordriverhawks.com/>

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