

*Rock River Valley*  
**BLOOD CENTER**  
*Straight From the Heart*



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**FOR IMMEDIATE RELEASE**

**Rock River Valley Blood Center Celebrates  
World Blood Donor Day, June 11, 2011**

Lou Bachrodt Auto Mall, First Northern Credit Union and B103 are hosting a special blood drive to celebrate World Blood Donor Day on Saturday, June 11, 2008 from 8:00am-1:00pm at Lou Bachrodt Auto Mall (located adjacent to CherryVale Mall). B103 will broadcast LIVE from 9-Noon. Donors will receive 2 collapsible can coolers. In honor of Flag Day, donors may also pick up a car flag. Texas Roadhouse will provide lunch for all donors.

World Blood Donor Day is designed to thank and honor those blood donors who make transfusion possible, to raise awareness of the need for safe blood around the world and to encourage healthy, eligible individuals to give blood regularly. "In celebrating World Blood Donor Day, RRVBC recognizes blood donors for their important contributions to our community and encourages others to follow their example," said Jennifer Bowman, PR and Marketing Manager, RRVBC. "It is important to ensure that blood is available whenever and wherever it is needed."

Blood is needed in hospitals and emergency treatment facilities to care for patients with cancer and other diseases, for organ transplant recipients, and to help save the lives of accident and trauma victims.

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 Health System, Edgerton Hospital and Health Services, FHN, Mercy Harvard Hospital, OSF Saint Anthony Medical Center, Rochelle Community Hospital, Rockford Health System and 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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