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FOR IMMEDIATE RELEASE

Bring Joy This Holiday Season – Donate Blood

APPLETON, Wis. (December 14, 2016) — The Community Blood Center (CBC) is encouraging donors to bring joy this season through the gift of blood donation. During the holidays, there are many reasons to give blood at CBC. Not only are donors able to give back to the community, but they are also able to help ensure local patients have the blood they need. Our theme for our 2016-17 Winter Promotion this year is “Bring Joy”, as blood donation brings joy to not only blood recipients, but their family and friends who are able to spend more time and holidays with their loved ones.

Over the holidays, many of us want to give back in unique, non-monetary ways. Volunteering your time by donating blood is a great way to give back during the holidays, and an opportunity to give back throughout the year! As our gift to you, all presenting donors will receive a free long sleeve t-shirt from December 22, 2016 through January 15, 2017!

“Blood donations over the holidays allow CBC to maintain a sufficient supply of blood to treat patients in our community. By giving a moment of your time you can bring joy to someone in need that will last a lifetime,” said Vice President, Donor Services Kris Belanger.

During this time of year, we pause to honor family traditions. We are asking donors to make an appointment – either before the holidays begin, or make donating blood part of their holiday traditions.

Donors of all blood types are encouraged to make a blood donation to ensure blood is available for patients. To make an appointment, please call (800) 280-4102 or visit www.communityblood.org and click “Donate Blood”. All donors must meet specific eligibility criteria outlined by the FDA, accrediting organizations (such as AABB) and individual donation centers. To donate in Wisconsin, individuals must be at least 17 years old (16 with parental consent), in general good health and must meet weight and hemoglobin level requirements on donation day. Donors are encouraged to eat a regular meal, drink plenty of water prior to donation, and present a photo ID upon donation.

The Community Blood Center was established in 1955 and continues today as an independent nonprofit providing a safe and reliable blood supply to hospitals in Northeast Wisconsin, the Northwoods and upper Michigan. CBC has donor centers in Appleton, Oshkosh, Little Chute and Woodruff, plus hosts over 100 blood drives every month. For more information on how you can donate blood or host a blood drive, please visit communityblood.org or call 800-280-4102.

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