

FOR IMMEDIATE RELEASE

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“Extreme Makeover: Home Edition” Blood Drive Planned

APPLETON, WI, AUG 17– On Thursday August 19, an “Extreme Makeover: Home Edition” Blood Drive will be held in conjunction with the building project for the Arboleda family in Neenah, WI. Community Blood Center bloodmobiles will be parked outside Shattuck Middle School at 600 Elm Street in Neenah, which is the central location for volunteers, donors and visitors. The blood drive is being sponsored by Globe University and will run from 12:00 Noon to 6:00 p.m.

“This is an incredible opportunity, and we are grateful that blood donation has been included in the “Extreme Makeover: Home Edition” project. We encourage people to help out by giving blood on Thursday,” said Alan Cable, President & CEO of the Community Blood Center. “It only takes about an hour, but your blood donation can have a profound affect on someone’s life!”

People are highly encouraged to make blood donation appointments before Thursday. Appointments can be made by calling the Community Blood Center at (800)280-4102 or going to www.save3lives.org. Scheduling an appointment in advance reduces waiting time, but walk-in donors are welcome.

Blood donors must be at least 17 years old (16 with parental permission), weigh at least 110 pounds, be in general good health, and bring a photo ID. Donors are encouraged to eat a regular meal and drink plenty of fluids prior to donating. Additional information about blood donation can be found at www.communityblood.org.

The nonprofit Community Blood Center has provided blood to hospitals since 1955. The Wisconsin-based blood center has donor centers in Appleton, Little Chute, Oshkosh, and Arbor Vitae, and holds around 125 blood drives each month. The blood center is also a donor center with the Be the Match Registry, sponsored by the National Marrow Donor Program.

The Emmy award winning reality program “Extreme Makeover: Home Edition,” now entering its 8th season, is produced by Endemol USA, a division of Endemol Holding. It’s executive-produced Brady Connell and George Verschoor. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.

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