

FOR IMMEDIATE RELEASE

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OVER 400 EXPECTED AT MASH BLOOD DRIVE

Blood Drive Returns to Houdini Plaza for 22nd Year

APPLETON, JUNE 29 – Downtown Appleton will be hosting the 22nd Annual MASH Blood Drive on Tuesday, July 13 from 7:00 a.m. to 6:00 p.m. The blood drive draws people from throughout the Fox Cities area, and is held in Houdini Plaza. Organizers are expecting over 400 people to donate blood during the one-day blood drive.

“Summer is a busy time! Students are out of school and families are planning vacations. In the midst of all the activity, it can be easy to forget about donating blood. But patients at Fox Valley hospitals continue to receive transfusions, and we hope that the MASH blood drive is both a reminder and an opportunity for people to donate blood,” explained Jill Kohl of the Community Blood Center.

Hundreds of people show up each year at this MASH-themed event when Houdini Plaza is filled with camouflage, dog tags, and olive drab. Brats will be served over the lunch hour and donors will be offered Dilly Bars.

Donation appointments are highly recommended, and may 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, keeping the total time required for a donation to less than an hour. Walk-in donors are always welcome.

“Over 6,000 people have participated in the MASH blood drive since it first began, and this high level of commitment reveals the generosity of Fox Valley residents. There are so many people and businesses that contribute to the success of MASH,” said Kohl. “Blood donors *do* make a difference- and the people of the Fox Valley know this!”

Donating blood is a safe, simple process. 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.

The Community Blood Center provides 100% of the blood used by patients in 17 Wisconsin hospitals. The non-profit blood center is committed to providing a safe, reliable blood supply for local patients. The Community Blood Center has donor centers in Appleton, Little Chute, and Oshkosh, and holds around 100 blood drives every month. The blood center is also a donor center with the Be the Match Registry, sponsored by the National Marrow Donor Program.

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