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## ***News Release***

### **For Immediate Release**

### **“CAMP SAVE-A-LIFE” GIVES A FUN TWIST TO BLOOD DONATIONS**

**WINSTON-SALEM, June 29, 2007**—The American Red Cross will help blood and platelet donors relive the fun of summer camp with Camp Save-A-Life July 1-15. The program gives donors an opportunity to help save lives while remembering some favorite summer activities.

Donors at the Winston-Salem Blood Center will be able to enjoy special activities or treats daily as outlined below. The W-Salem Center will be closed on July 4<sup>th</sup>.

<b>Date</b>	<b>Time</b>	<b>Theme</b>	<b>Presenting Donors Giveaway</b>	<b>Featured Food</b>
Sun., July 1	10:30 am – 3 pm	<b>Tell Your Story</b>	T-shirt & Raffle	
Mon., July 2	7:30 am – 6:30 pm	<b>Lifesaver Day</b>	T-shirt, Water Bottle & Raffle	Ham’s Sandwiches & Lifesavers
Tues., July 3	7:30 am – 6:30 pm	<b>Health &amp; Water Safety</b>	T-shirt, First Aid Kit & Raffle	Ham’s Sandwiches
Thurs., July 5	7:30 am – 6:30 pm	<b>Cook Out Day</b>	T-shirt & Raffle	Hot Dogs
Fri., July 6	7:30 am – 5 pm	<b>Smores Day</b>	T-shirt, Raffle & Carabiner	Ham’s Sandwiches
Sat., July 7	8 am – 1 pm	<b>Movie Day</b>	T-shirt & Raffle	Popcorn
Sun., July 8	10:30 am – 3 pm	<b>Tell Your Story</b>	T-shirt & Raffle	Camp Food
Mon., July 9	7:30 am – 6:30 pm	<b>Game Day</b>	T-shirt & Raffle	Ham’s Sandwiches
Tues., July 10	7:30 am – 6:30 pm	<b>Smores Day</b>	T-shirt & Raffle	Smores
Wed., July 11	7:30 am – 5 pm	<b>Music Day</b>	T-shirt & Raffle	Ham’s Sandwiches
Thurs., July 12	7:30 am – 6:30 pm	<b>Camp Fun Day</b>	T-shirt & Raffle	Ham’s Sandwiches
Fri., July 13	7:30 am – 5 pm	<b>Movie Day</b>	T-shirt & Raffle	Ham’s Sandwiches
Sat., July 14	8 am – 1 pm	<b>Ice Cream Day</b>	T-shirt & Raffle	Ice Cream
Sun., July 15	10:30 am – 3 pm	<b>Camp Food Day</b>	T-shirt & Raffle	Camp Food

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**Mobile Blood Drives - CAMP SAVE A LIFE Schedule**

<b>Date</b>	<b>Time</b>	<b>Place</b>	<b>Giveaway</b>
July 3	8 a.m. – 12:30 p.m.	WFU Physicians Assistants	T-shirt, First Aid Kit & Raffle
July 5	2:30 – 7 p.m.	Stokes Family YMCA	T-shirt & Raffle
July 7	9 a.m. – 1:30 p.m.	Danbury Fire Department	T-shirt & Raffle
July 7	9 a.m. – 1:30 p.m.	Smith Grove Ruritan, Advance	T-shirt & Raffle
July 8	12:30 p.m. – 5 p.m.	Oldtown Baptist Church	T-shirt & Raffle
July 10	1:30 p.m. – 7 p.m.	Calvary Baptist Church	T-shirt & Raffle
July 10	2 p.m. – 6:30 p.m.	First Churches of Mocksville	T-shirt & Raffle
July 11	5 a.m. – 6:30 p.m.	Unifi – Yadkinville	T-shirt & Raffle
July 11	3 – 7:30 p.m.	First Christian Church, Kernersville	T-shirt & Raffle
July 12	3:30 – 8 p.m.	Yadkin County Rescue Squad	T-shirt & Raffle
July 12	3 – 7:30 p.m.	Oak Grove United Methodist Church	T-shirt & Raffle
July 12	10 a.m. – 2:30 p.m.	YMCA – Yadkinville	T-shirt & Raffle
July 13	7 a.m. – 4 p.m.	Forsyth Medical Center	T-shirt & Raffle
July 14	9 a.m. – 2 p.m.	Lewisville Community Churches	T-shirt & Raffle

All blood and platelet donors who present to donate blood during Camp Save-A-Life will receive a complimentary camp t-shirt as a souvenir. In addition, donors presenting to donate any time in July may also enter a drawing for two Delta Air Lines round trip domestic air line tickets.

“Camp Save-A-Life is a great way for blood donors to help save lives during a challenging time of year,” commented Robert F. Fechner, chief executive officer of the Carolinas Blood Services Region of the American Red Cross. “There is an especially critical need for blood donors with types O positive and negative and B positive and negative.”

In the summer, the Red Cross traditionally sees a big drop in the blood supply. Since college and high school students, who account for about 15 percent of all blood donations, are out of school and other donors leave for vacation, fewer donations are made during the summer. The need for blood, however, is ongoing and the American Red Cross Carolinas Blood Services Region must have 1,600

people give blood on each weekday to meet the needs of patients in the 102 hospitals it serves.

Eligible blood donors must be at least 17 years of age, weigh a minimum of 110 pounds and be in general good health. Donors must have photo identification with them at the time of donation.

For more information or to make an appointment to donate blood, call 1-800 GIVE LIFE or visit our website at [www.redcrossblood.org](http://www.redcrossblood.org).

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