



**American
Red Cross**

Northwest North Carolina Chapter
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News Release

For Immediate Release

The Red Cross Invites You to Live Life, Give Life Two lucky blood donors will win \$500 gift card

TRIAD, December 28, 2007—Start the new year with a new attitude: “Live Life, Give Life.” Everyone who donates blood or platelets with the American Red Cross in January 2008 will get a chance to win one of two \$500 gift cards. At the end of the month, the Red Cross will randomly select two winners in the Carolinas Region to receive the grand prizes.

The Winston-Salem Blood Center is located beside the NWNC Chapter at 650 Coliseum Drive in Winston-Salem and is closed on Saturday. The hours for the center are:

Monday 1 to 8:00pm *****New Time starting January 7th**

Tuesday 11:30am to 6:00pm

Wednesday 7:30am to 1:00pm

Thursday 11:30am to 6:00pm

Friday 7:30am to 1:00pm

Sunday 10:30am to 3:00pm

The Nussbaum Blood Center is located in the Greensboro Chapter at 1501 Yanceyville Street in Greensboro and is closed on Sunday. The hours for the center are:

Monday 2:00pm to 6:30pm

Tuesday 12:30pm to 6:30pm

Wednesday 8:00am to 1:00pm

Thursday 12:30pm to 6:30pm

Friday 8:00am to 1:00pm

Saturday 8:00am to 1:00pm

“During the holidays—essentially from Thanksgiving to well beyond New Year’s—doctors often have to make tough decisions about which patients receive blood first when the inventory is low,” said Dr. Evelyn Lockhart, chief medical officer, American Red Cross Carolinas Blood Services Region. “The Red Cross hopes that promotions such as ‘Live Life, Give Life’ will motivate eligible blood donors to give blood in January to help make sure that blood is available for everyone who needs a life-saving transfusion.”

The reduction in blood donors during the holiday season is due to a mix of variables including flu and other winter illnesses, cancellation of donation appointments and blood drives, and the closing of high schools, colleges and many businesses.

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In addition, new studies indicate that the pool of eligible donors represents about 37 percent of the population with only about 8 percent of those eligible actually donating.

About four million people in the United States need blood each year, and the overwhelming majority would die without it. The Carolinas Blood Services Region, one of 36 American Red Cross Blood Services regions throughout the country, provides life-saving blood to patients in 103 hospitals. About 1,600 people need to give blood each weekday to meet hospital demand. There is no substitute for blood; volunteer donors are the only source.

Blood donors must be at least 17 years old, in generally good health, and weigh 110 pounds or more. It is safe to give blood every 56 days. Call 1-800-GIVE LIFE or go to www.redcrossblood.org to schedule a donation appointment or to learn more about giving blood.

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