

News Release



**American
Red Cross**

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givebloodgivelife.org

Red Cross Celebrates Successful *Extreme Makeover: Home Edition* Blood Drives

Fans of the hit television show donated 83 units of blood to help ensure a sufficient summer blood supply.

FREEPORT, Ill. (September 14, 2009) – As *Extreme Makeover: Home Edition* continues to build a new home for a Lena, Ill. family today, the American Red Cross is celebrating the success of blood drives held in conjunction with the show.

Blood drives were held in Freeport and near the Lena build site over the weekend. Generous volunteer donors contributed 83 units of blood during these drives. The Battle of the Badges competition on Friday was a smashing success, collecting 38 units of blood. The Freeport Fire Department took home bragging rights for having the most presenting donors. The real winners of the competition are the patients who will benefit from the lifesaving blood donated by all of the generous volunteer donors.

The Red Cross would like to thank the cast and crew of *Extreme Makeover: Home Edition* and the community for helping to ensure an adequate supply of blood is available for patients in need.

The stability of our nation's blood supply is in the hands of healthy, volunteer blood donors. In addition to donating blood, now is an ideal time for new volunteers to step up and host blood drives. Anyone who was unable to take part in the *Extreme Makeover: Home Edition* blood drives is encouraged to schedule a donation appointment today or to contact the American Red Cross to learn more about hosting a blood drive.

How to Donate Blood

Simply call 1-800-GIVE-LIFE (1-800-448-3543) or visit givebloodgivelife.org to make an appointment or for more information. All blood types are needed to ensure a reliable supply for patients. A blood donor card or driver's license, or two other forms of identification are required at check-in. Individuals who are 17 years of age (16 with parental permission in some states), weigh at least 110 pounds and are in generally good health may be eligible to donate blood. High school students and other donors younger than 19 years also have to meet certain height and weight requirements.

About the American Red Cross

Governed by volunteers and supported by giving individuals and communities, the American Red Cross is the single largest supplier of blood products to hospitals throughout the United States. While local hospital needs are always met first, the Red Cross also helps ensure no patient goes without blood no matter where or when they need it. In addition to providing nearly half of the nation's blood supply, the Red Cross provides relief to victims of disaster, trains millions in lifesaving skills, serves as a communication link between U.S. military members and their families, and assists victims of international disasters or conflicts.

About the Northwest Illinois Chapter of the American Red Cross

The need is constant. The gratification is instant. Give blood.™

Since 1916, the American Red Cross of Northwest Illinois, one of more than 720 Chapters across the country, has tirelessly served its communities, relying on everyday heroes who donate time, blood or money, heroes who help coordinate blood drives, heroes on call 24/7 to respond to a disaster, and heroes who teach CPR and First Aid classes to help people learn how to save lives.

In the past fiscal year, the Northwest Illinois Chapter responded to 47 local emergencies, assisting more than 100 families. We sent 11 volunteers to Hurricane Ike. And through a coordinated effort with our Blood Services Regions – Badger-Hawkeye and Heart of America – we drew nearly 1,300 units of blood in the last year. Our trained instructors have certified 4,679 people in Red Cross life-saving techniques. American Red Cross volunteers are the core of the charity, donating their time and energy to selflessly serve those in need; demonstrating the compassion and generosity for which Americans are known. This year we do all that despite the incredibly difficult economic environment engulfing our great nation.

The volunteers, staff and Board of Directors for the Northwest Illinois Chapter provide services to people in Stephenson, Jo Daviess and Carroll counties and has as one of the nation's best known humanitarian organizations, the American Red Cross has been at the forefront of helping Americans prevent, prepare for and respond to large and small disasters.

About ABC-TV's *Extreme Makeover: Home Edition*

The Emmy award-winning reality program "Extreme Makeover: Home Edition," is entering its seventh season. It is produced by Endemol USA, a division of Endemol Holding. It is executive-produced by Anthony Dominici. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00 to 9:00 p.m. EST on ABC.

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