

Minnesota State Fair Media Advisory



**American
Red Cross**

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givebloodgivelife.org

Fairgoers Can Help Save Lives *Again* by Giving Blood

Following successful blood drives last year, American Red Cross returns to the Minnesota State Fair

ST. PAUL, Minn. (Aug. 19, 2008) – For the second year, the American Red Cross is counting on Minnesota State Fairgoers to help boost dwindling summer blood supplies.

Lauding last year's support of 250 donations over four days during the Fair's first-ever blood drives, the American Red Cross is hosting blood drives during six days of the 2008 Fair, hoping to receive 390 blood donations for patients at area hospitals.

Everyone who presents to donate blood will receive a commemorative State Fair tote bag and a personal fan to help keep cool while enjoying the Fair.

WHEN: *9 a.m. to 8 p.m. each day (6)*

Saturday, August 23 & Sunday, August 24

Wednesday, August 27

Saturday, August 30 & Sunday, August 31

Monday, September 1 (Labor Day)

WHERE: Underwood Street, across from the Haunted House (Gate 7)

HOW: Schedule an appointment by calling 1.800.GIVE.LIFE or go online to givebloodgivelife.org and enter sponsor code 6489. A blood donor card or driver's license, or two other forms of identification are required at check-in. Eligible donors must be at least 17 years old, or 16 years old with a signed Red Cross parental/guardian consent form, must weigh at least 110 pounds and be in general good health.

All blood types are needed to ensure a reliable supply for patients – especially type O and RH negative blood types. The Red Cross encourages all blood donors, especially first-time donors, to take a few easy steps to prepare for a good donation experience: Get a good night's sleep, eat a good meal and drink extra water or other non-caffeinated fluids.

About the American Red Cross

The Twin Cities-based North Central Blood Services Region of the American Red Cross is the largest blood supplier in Minnesota, serving 111 hospitals in the Twin Cities, greater Minnesota, western Wisconsin and eastern South Dakota. 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.

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