

News Release



**American
Red Cross**

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givebloodgivelife.org

See the Auto Show and Help Save Lives by Donating Blood

MADISON, Wis. (February 2, 2010) – Auto lovers may have an additional reason to donate blood in February. On Saturday, February 27 the Red Cross is hosting a blood drive at the 2010 Greater Milwaukee Auto Show at the Midwest Airlines Center from 10 a.m. to 3 p.m.

All presenting donors will receive free admission to the auto show that day, while supplies last. A limited number of free admission passes are available, and preference will be given to those with an advance blood donation appointment. Walk-in appointments will be accepted as time permits.

“ADAMM is excited to host a blood drive at this year’s auto show! What a great opportunity to be someone’s hero by giving blood,” said Holly Riedel, The Automobile Dealers Association of Mega Milwaukee (ADAMM) Special Projects Director. “After the required rest and refreshments, take the occasion to check out all the latest vehicles and explore the options that catch your interest!”

Also, all presenting donors at participating Red Cross blood drives and blood donation centers around Wisconsin during the month of February will receive a voucher good for one free weekday admission to the 2010 Greater Milwaukee Auto Show.

For more information about the 2010 Greater Milwaukee Auto Show, visit www.adamm.org.

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 18 years of age and younger 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.

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