



## Celebrate Summer and Help Patients in Need

*American Red Cross hosts 9<sup>th</sup> annual Beach Days blood drive*

**MADISON, Wis.** (July 20, 2009) – Summer may be winding down, but the American Red Cross hopes area blood donors will jump at the opportunity to “hit the beach” July 28 through July 31 during the 9<sup>th</sup> annual Beach Days blood drive.

Throughout Beach Days, blood and platelet donors at the Madison East and Madison West Blood Donation Centers will enjoy a fun, tropical environment and special treats such as Schoep’s ice cream, fruit from Whole Foods Market and hot dogs from Sam’s Club.

All presenting donors will also have the opportunity to win great raffle prizes such as movie tickets to Star Cinema and Marcus Theatres, hotel stay gift certificates from North Central Group, PDQ gift cards, Nintendo Wii and tickets to a Mallard’s game.

“Blood donations can drop during the summer when many blood donors are vacationing,” said Greg Novinska, CEO of the Badger-Hawkeye Blood Services Region. “To help offset that decline, we’re hoping that over 700 people will come out and donate at Beach Days and boost the summer blood supply.”

Beach Days is also a great way to support President Obama’s “United We Serve” initiative through blood and platelet donation.

### **Beach Days Blood Donation Locations**

Madison East Blood Donation Center  
2109 Zeier Road, Madison

Madison West Blood Donation Center  
4860 Sheboygan Avenue, Madison

Tuesday, July 28 from 12 p.m. to 6:30 p.m.  
Wednesday, July 29 from 12 p.m. to 6:30 p.m.  
Thursday, July 30 from 12 p.m. to 6:30 p.m.  
Friday, July 31 from 8 a.m. to 2:30 p.m.

Tuesday, July 28 from 11 a.m. to 6 p.m.  
Wednesday, July 29 from 8 a.m. to 2 p.m.  
Thursday, July 30 from 11 a.m. to 6 p.m.  
Friday, July 31 from 8 a.m. to 2 p.m.

### **How to Donate Blood**

Simply call 1-800-GIVE-LIFE (1-800-448-3543) or visit [givebloodgivelife.org](http://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. Eligible donors must be at least 17 years old, or 16 years old with a signed Red Cross parental/guardian consent form where state permits, must weigh at least 110 pounds and be in general good health.

### **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

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

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.

###

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