



### **Make a Resolution that Helps Save Lives: Donate Blood** *KARE-11, the American Red Cross and Securian Financial Group host first media blood drive of the New Year*

**ST. PAUL, Minn.** (Dec. 29, 2008) – You can make saving lives your New Year’s resolution by donating blood regularly in 2009, beginning with the KARE-11 / American Red Cross blood drive on Friday, January 9.

#### **KARE-11/American Red Cross Blood Drive**

Sponsored by Securian Financial Group, Inc.

Friday, January 9, 2009, 2 p.m. – 8 p.m.

8811 Olson Memorial Highway, Golden Valley

For more information and to make an appointment call 1-800-GIVE-LIFE (1-800-448-3543) or visit [givebloodgivelife.org](http://givebloodgivelife.org) (enter sponsor code 6762). Walk-ins are also welcome. All blood types are needed to ensure a reliable supply for patients.

Approximately every two seconds someone in America needs blood. Blood is needed every day for patients with blood disorders, those being treated for burns or undergoing chemotherapy, and premature babies, just to name a few. The need is constant.

However, just 38 percent of the United States population is eligible to give blood and just a fraction of those eligible – 8 percent – actually donate. What’s more, the average donor gives blood less than two times a year despite being eligible to donate whole blood six times per year. Resolve to become a regular blood donor in 2009 and help ensure blood is always available for patients.

A blood donor card or picture I.D., 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.

With a 60 year history in the community, the St. Paul-based North Central Blood Services Region of the American Red Cross provides blood products and specialized laboratory services to 111 hospitals in the Twin Cities, Greater Minnesota and western Wisconsin.

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