

Change a Life, Starting with Your Own at the KARE 11 Blood Drive on January 8

ST. PAUL, Minn. (December 30, 2009) – Help the American Red Cross and KARE 11 celebrate National Blood Donor Month on Friday, January 8 by giving blood at KARE’s studios from 2 p.m. to 8 p.m.

KARE 11/American Red Cross Blood Drive
Brought to you by Securian Financial Group, Inc.
Friday, January 8, 2010 from 2 p.m. – 8 p.m.
8811 Olson Memorial Highway, Golden Valley

Your blood donation is so much greater than a pint of blood – it is a gift of hope to patients in need at 111 hospitals supported by the Red Cross in our area and more than 3,000 hospitals throughout the country.

Walk-ins are welcome, but you can also schedule a donation appointment by calling 1-800-GIVE-LIFE (1-800-448-3543) or visiting givebloodgivelife.org (enter zip code 55427 or sponsor code 6762).

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.

All blood types are needed to ensure a reliable supply for patients, especially type O negative – the universal blood type. 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), 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.

With a 60 year history in the community, the 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 also 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.™