

News Release



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givebloodgivelife.org

Roll Up Your Sleeves, Give Blood and Rock to Your Favorite Bands this Summer

Vans Warped Tour promotion helps the American Red Cross connect with youth

MADISON, Wis. (June 16, 2009) – Last summer, blood donations by high school and college donors through the American Red Cross dropped by as much as 57 percent when schools were out of session. To encourage these blood donors to continue to give during the summer months, the Red Cross and Music Saves Lives – a non-profit dedicated to connecting youth to lifesaving causes – are offering special passes to the Vans Warped Tour, the longest running alternative music festival of its type in North America.

Presenting blood donors at participating American Red Cross / Music Saves Lives blood drives will get a free VIP pass to The Vans Warped Tour at the Marcus Amphitheatre in Milwaukee.

“Up to 20 percent of blood donations through the Red Cross come from high school and college blood drives,” said Greg Novinska, CEO of the Badger-Hawkeye Blood Services Region. “But we tend to lose that lifesaving connection during the summer when school is not in session. Since 2006, more than 220,000 music lovers have donated blood at Music Saves Lives blood drives across the U.S. We’re hoping eligible individuals will continue this tradition and help ensure a stable blood supply this summer.”

Presenting donors can also register to win a Vans Warped Tour Experience that includes one concert ticket and one all-access pass for that concert date. The Vans Warped Tour Experience allows special access to areas not open to the general public. Upcoming Music Saves Lives blood drives can be found [here](#).

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. 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 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.™

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