

FOR IMMEDIATE RELEASE

July 1, 2009



Contact:

Angela Brumm
Community Blood Center
(920) 738-3131

HUNDREDS EXPECTED AT MASH BLOOD DRIVE

Blood Drive Returns to Houdini Plaza for 21st Year

APPLETON, JULY 1– Downtown Appleton will be hosting the 21st Annual MASH Blood Drive on Thursday, July 16 from 7:00 a.m. to 6:00 p.m. The annual blood drive draws people from throughout the Fox Cities area, and is held in Houdini Plaza. Over 6,000 people have participated in the blood drive since it first began.

“We are expecting over 350 donors at this year’s MASH Blood Drive,” said Jill Kohl of the blood center. “Giving blood at MASH is a really special experience. You’re surrounded by so many other donors, and you really realize the impact of what you’re doing. If you’ve never come to MASH, make the trip to downtown Appleton on Thursday!”

Each year, hundreds of people show up at this MASH-themed event, when Houdini Plaza is filled with camouflage, dog tags, and olive drab in abundance. Brats will be served over the lunch hour, donors will be offered Dilly Bars, and people can register to win prizes donated by local businesses.

Donation appointments are recommended, and may be made by calling the Community Blood Center at (800) 280-4102, or going to www.save3lives.org. Scheduling an appointment in advance reduces waiting time, keeping the total time required for a donation to less than an hour. Walk-in donors are always welcome.

“Blood donations usually decrease in the summer, when school is out and people take vacations. A successful MASH Blood Drive will provide a great boost to the blood supply,” added Kohl. “Every day, area hospital patients receive transfusions to help them recover from surgery, illness, car accidents, or other traumas. These transfusions are made possible by the generosity of local blood donors, like those who donate at MASH.”

Donating blood is a safe, simple process. Donors must be at least 17 years old (16 with parental permission), weigh at least 110 pounds, be in general good health, and bring a photo ID. Donors are encouraged to eat a regular meal and drink plenty of fluids prior to donating.

The Community Blood Center provides 100% of the blood used by patients in 17 Wisconsin hospitals. The non-profit blood center is committed to providing a safe, reliable blood supply for local patients. The Community Blood Center has donor centers in Appleton, Little Chute, and Oshkosh, and holds around 100 blood drives every month. The blood center is also a donor center with the Be the Match Registry, sponsored by the National Marrow Donor Program.

###