



FOR IMMEDIATE RELEASE: Through July 3, 2008

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Downtown Auburn Merchants Association/ Tiger Communications Blood Drive

Thursday, July 3, 2008

11 a.m. – 4 p.m.

Baptist Campus Ministries

135 North College Street

(On the American Red Cross Bus)

Auburn, AL

*Save lives and gas up as part of the American Red Cross
"Save a Life and See America" promotion*

(Auburn, AL)- The summer is generally associated with vacation, recreation and relaxation. But for those who find themselves in need of blood due to accidents, natural disasters or the need for surgery, summer can also be a time of uncertainty, as blood stocks are generally low during the season in which they are most needed.

Volunteer blood donors in Lee County will get a chance to give blood and save lives at the **Downtown Auburn Merchants Association and Tiger Communications blood drive**, scheduled for **Thursday, July 3 from 11 a.m. to 4 p.m. at the Baptist Campus Ministries**, located at 135 North College Street.

The summer causes a shortage of blood in our region for several reasons. First of all, school is out during the summer months. Students in high school and college comprise 21 percent of blood donors in this region, and when they aren't available for donations at their respective schools, the blood inventory suffers. Also, because the summertime is a period filled with outdoor recreation, increased outside labor and more frequent

vacation travel, an increase in the number of accidents has historically served to further deplete the blood supply.

The situation is further compounded by the increase in the frequency of dangerous tropical activity during the summer months in the form of hurricanes and tropical storms, both of which not only cause an increase in the demand for blood but also disrupt collection efforts. These factors together create one of the toughest times of the year for the blood inventory, and the American Red Cross counts on selfless donors to roll up their sleeves and fill in the gaps in the blood supply through summer blood drives.

“This drive is designed to head off the summer blood shortages in advance of the increased summer demand,” said Evan Duffy, Senior Communications Specialist for the American Red Cross. “The summer is a tough time for the blood supply and those whose very lives depend on it. Tragedy can strike anyone at any time, whether in the form of a hurricane, a wreck, an emergency surgery or an on-the-job accident. In order to make sure the summer blood supply is as stable as possible, donors must give blood. It’s really that simple. Those who take an hour to give a unit of blood are heroes in the most real sense of the word.”

Because blood can be separated into three components – blood, platelets and plasma – one donation can benefit up to three individuals. Because it takes up to three days for blood to be processed and made available to hospitals, it is important that a donation be made ahead of an emergency. If everyone who was eligible would donate four times a year, there would never be a blood shortage.

The Downtown Auburn Merchants Association member businesses have come together to show presenting blood donors how much they are appreciated. The following businesses have agreed to donate door prizes for the blood drive: Pita Pit, Auburn Hardware, Stamp, Stamp Your Feet, In The Bag, The Bike Shop, Behind The Glass, Private Gallery, Auburn Awards, Toomer's Drugs, Chick-Fil-A, Coldstone Creamery, Compass Bank, Giggles and Coos, Auburn Wireless/Nextel and Ware's Jewelry. Gifts range from gift cards to gift baskets to free food cards. Brand X Pizza will give a Free Large Pizza gift card to every volunteer donor who presents to donate blood who has also pre-registered online at www.givelife.org.

To make an appointment to give blood at the Downtown Auburn Merchants Association/ Tiger Communications drive, please visit www.givelife.org and enter the sponsor code “DAMA.”

During the month of July, every one who presents to donate blood or platelets at an American Red Cross blood drive or donor center will be entered into a regional drawing for a \$1000 gas card as part of the “Save a Life and See America” promotion. All presenting volunteer donors will also receive an American Red Cross t-shirt during the month of June.

The American Red Cross, Blood Services, Alabama and Central Gulf Coast Region , which supplies blood to approximately 100 hospitals, needs 800 blood donors each day in order to meet the needs of patients in the region. Blood donors must be at least 17

years old and weigh at least 110 pounds. Please call 1-800-GIVE-LIFE or visit www.redcrossblood.org to make an appointment to donate blood or platelets.

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