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**FOR IMMEDIATE RELEASE**

**CONTACT
Name: Title**email@impactlife.org | (xxx) xxx-xxxx

**\_\_\_\_ to host community blood drive, [date]
Donations made with ImpactLife support [name(s) of local hospital(s)] and communities throughout our region\*
(\*rephrase / adjust as needed to fit space)**

**(DATE | CITY, STATE) –**  \_\_\_\_\_\_ will host a community blood drive with ImpactLife [day of week], [month/date] from [start time] until [end time] at [location / address]. ImpactLife is the provider of blood and blood components to [local hospital(s)] and many other communities in our region. **To schedule an appointment for donation, call (800) 747-5401 or schedule online at www.bloodcenter.org, or via the Blood Center's mobile app (**[**www.bloodcenter.org/app**](http://www.bloodcenter.org/app)**). [add local contact or BDC, if desired]**

Blood donations are often used to help treat patients with cancer, victims of trauma and patients undergoing major surgeries. All persons age 17 and up (or 16, with a signed parental permission form) who weigh at least 110 lbs. and are in general good health meet the basic eligibility requirements for blood donation. For more information, call ImpactLife at (800) 747-5401, visit www.bloodcenter.org., or download the IMPACT mobile app at [www.bloodcenter.org/app](http://www.bloodcenter.org/app).

[add info on current donor promotion and any special details about this blood drive.]

**About ImpactLife**

ImpactLife is a not-for-profit community organization providing blood services to 120 hospitals in Illinois, Iowa, Missouri, and Wisconsin, as well as resource sharing partners across the country. Services extend from southcentral Wisconsin to St. Louis, Missouri and from Danville, Illinois to Chariton, Iowa. ImpactLife operates 19 Donor Centers and holds approximately 5000 mobile blood drives annually to provide blood components needed for patient transfusions at hospitals throughout our region.

ImpactLife recently announced its new name. For more information on the name change, see [www.bloodcenter.org/impactlife](http://www.bloodcenter.org/impactlife). For more information, see www.bloodcenter.org and find us @impactlifeblood on Facebook, Twitter, Instagram, YouTube, and Snapchat.

**-end-**

**Please note:** Learn about our new name at [www.bloodcenter.org/impactlife](http://www.bloodcenter.org/impactlife).

For additional resources, such as the ImpactLife logo, stock photos, or b-roll, please contact Kirby Winn, Manager, Public Relations, at kwinn@impactlife.org or (563) 349-1571 or visit [www.bloodcenter.org/news](http://www.bloodcenter.org/news).