



A Division of Innovative
Blood Resources

737 Pelham Boulevard | St. Paul, MN 55114 | MBC.ORG | 1-888-GIVE-BLD

Date: July 7, 2017

To: News and Public Affairs Directors

From: Larry Silber, Marketing Manager— lsilber@mbc.org or 612-961-1924 or
Phil Losacker, Community Relations Manager – plosacker@mbc.org or 612-987-9243

RE: Memorial Blood Centers Issues Urgent Need for Blood Donors

This summer, local blood bank Memorial Blood Centers is facing a serious challenge in maintaining an adequate supply of **O negative, A negative, and B negative blood types** to meet the needs of our hospital partners in Minnesota and northwestern Wisconsin. Memorial Blood Centers has an **urgent need for O negative, A negative, and B negative blood types** and is asking the community to donate blood today to help ensure blood is available for patients in need.

Every two seconds, someone needs blood. Please donate blood if you are:

- In good health
- Free of antibiotics for 24 hours, unless taken daily for skin condition
- Symptom-free for at least 3 days following a cold or flu
- 17 years or older—16 with written [parental consent](#) (PDF)

To schedule a blood donation at one of our donor centers, or an upcoming blood drive, visit us online at MBC.ORG or call 1-888-GIVE-BLD (1-888-448-3253). Walk-ins are welcome. Memorial Blood Centers is offering all presenting donors between July 3–8 a free t-shirt, and during the month of July, all donors receive a coupon for \$5 off an online order of \$10 or more at Noodles & Co.

Media: Thank you in advance for helping connect generous blood donors with our neighbors, friends, and family members in need. When donors step up to give blood, lives are saved, dreams are pursued, and life-threatening battles are won. The following resources are available for you to share online, on air, and on social media:

- [30 Second Blood Donor Appeal](#)
- [15 Second Blood Donor Appeal](#)
- [Blood Donation Broll](#)
- Urgent Need Social Media Posts: [Facebook](#), [Twitter](#)

About Memorial Blood Centers

Memorial Blood Centers has been saving lives for over 65 years as an independent nonprofit supplying life-saving blood to area hospitals and other partners throughout the U.S. Operating 10 donor centers and conducting hundreds of blood drives each month, Memorial Blood Centers also provides comprehensive testing and expert technical services as a national leader in transfusion medicine. For more information, call 1-888-GIVE-BLD (1-888-448-3253) or visit MBC.ORG. Connect with us on [Facebook](#), [Twitter](#), and [LinkedIn](#).

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