**[\*Name of Organization or Community\*]** **Asks Community to “Roll-Up” Sleeves and Donate Blood in Honor of** **[\*Honoree, Group, Special Need\*]**

**[\*Date of release\* / New York, NY] –** [\*Name of Organization or Community\*] is hosting a blood drive with New York Blood Center (NYBC) in honor of [\*Person, Group, or Special Need\*] on [\*Date and Time\*] at [\*Address\*] in [\*City or Town\*]. [\*Add event-specific line.\*] [\*\*\**If applicable:* Scheduling a time to donate is suggested and can be done by calling NYBC at (800) 933-2566 or visiting www.nybloodcenter.org.]

[\*Add paragraph of background on person, group, or special need.\*]

The entire process takes less than an hour, and a single donation can be used to save multiple lives. Donors with O-negative blood type, or “universal donors,” are encouraged to attend, as their blood can be transfused into anyone in a trauma situation.

Nearly 2,000 donations are needed each day in New York and New Jersey alone. About one in seven hospital admissions requires a blood transfusion. With a limited shelf life, supplies must be continually replenished.

What: [\*Name of Organization or Community\*] Blood Drive in Honor of

[\*Honoree, Group, or Special Need\*]

When: [\*Date\*]

 [\*Time\*]

Where: [\*Address\*]

 [\*Directions if necessary\*]

[*\*\*\* Include ONLY if this is a Little Doctors drive:* The Little Doctors Program® is the brainchild of Karen Brothers, a middle school educator. Now in its 14th year [*Note:* Please confirm], it provides students an opportunity to learn from the experience of organizing and planning a community blood drive. As part of the Little Doctors Program, students participate in a special lesson about the lifesaving properties of blood and how it is used in their community. They then recruit family members and neighbors for a blood drive to be held at the school. At the blood drive the students are outfitted in hospital scrubs where they serve as "Little Doctors" to greet donors and serve post donation refreshments. To date, about 600 elementary and middle schools have sponsored Little Doctors Program blood drives. ]

[*\*\*\* Include ONLY if this is a Scholarship drive:* New York Blood Center (NYBC) offers scholarships for high school and college students who initiate and coordinate successful community blood drives. High schools willing to host two blood drives per school year will receive a $250 scholarship for one student, or two scholarships at $250 each if three blood drives are held. Students who independently organize and introduce a new blood drive within their community may earn a $250 scholarship if the drive yields at least 30 blood donations and $500 if that blood drive yields 50 or more blood donations. All scholarships are made payable to the student's choice of college.]

[*\*\*\* Include ONLY if this is a Special Needs/Memorial drive:* Organizing a blood drive can be a thoughtful way of honoring or remembering someone special within the school community. Over the years, hundreds of blood drives have been dedicated to students, faculty and community members.]

**To donate blood or for information on how to organize a blood drive,**
**Please call Toll Free: 1-800-933-2566
Visit:** [**www.nybloodcenter.org**](http://www.nybloodcenter.org/)

If you cannot donate but still wish to participate in bringing crucial blood products to patients in need, please ask someone to donate for you, or consider volunteering at a local blood drive.

**Any company, community organization, place of worship, or individual may host a blood drive**. NYBC also offers special community service scholarships for students who organize community blood drives during summer and winter months. Blood donors receive free mini-medical exams on site including information about their temperature, blood pressure and hematocrit level. Eligible donors include those people at least age 16 (with parental permission or consent), who weigh a minimum of 110 pounds, are in good health and meet all Food & Drug Administration and NY or NJ State Department of Health donor criteria. People over 75 may donate with a doctor's note.

**About New York Blood Center**: New York Blood Center (NYBC) is one of the nation's largest non-profit, community-based blood centers. NYBC has been providing blood, transfusion products and services to hospitals serving more than 22 million people in New York City, Long Island, the Hudson Valley, New Jersey, and parts of Connecticut and Pennsylvania. NYBC is also home to the Lindsley F. Kimball Research Institute and the National Cord Blood Program at the Howard P. Milstein National Cord Blood Center, the world's largest public cord blood bank. NYBC provides medical services and programs (Clinical, Transfusion, and Hemophilia Services) through our medical professionals along with consultative services in transfusion medicine. Please visit us on Facebook at [*www.Facebook.com/newyorkbloodcenter*](http://www.facebook.com/newyorkbloodcenter). Follow us on Twitter: @NYBloodCenter. Website: www.nybloodcenter.org

###

**Contact:**

PRCG | Haggerty LLC

Victoria O’Neill

(212) 683-8100

voneill@prcg.com

First Name, Last Name (On-Site Contact)

Title, NYBC

Cell: (XXX) XXX-XXXX