For Immediate Release: Through Tuesday, January 16, 2007
Contacts: Suzanne Phillips 336-226-4906 Kirsten Kruhm 919-605-7023

AMERICAN RED CROSS ENCOURAGES EVERYONE TO SERVE BY GIVING
Blood Drives Scheduled in Burlington and Elon over MLK Holiday Weekend

Burlington, NC – As the nation marks the 21st anniversary of Martin Luther King, Jr. Day, the American Red Cross is encouraging blood donors to serve their community by giving the gift of life. Currently five blood types are in urgent need as the local blood inventory is dangerously low. Blood types O-, O+, B-, B+ and A- are in critical need.

All eligible donors are encouraged to become difference makers by making a lifesaving blood donation on MLK day and the days around the holiday. African American donors are particularly encouraged to donate since these donors provide the best chance of survival for African American patients with rare blood types. Genetically similar blood is best for those who need repeated or large volumes of blood transfusions for various diseases and conditions like sickle cell anemia, heart disease and kidney disease. The Red Cross continually strives to increase the awareness of the need for blood donations from members of the African American community.

Your nearest blood drive will be:
Tues. Jan 16th 11:30 am-5:00 pm
Elon University McKinnon Hall Moseley Center
101 Haggard Ave. Elon

Most healthy people who are at least 17 years old and weigh at least 110 pounds are eligible to donate. For more information or to schedule an appointment to donate, please visit http://www.elon.edu/e-web/students/service_learning/blooddrive.xhtml. All blood donors in the month of January will be a given a free Red Cross window cling sticker as a small thank you. January is National Volunteer Blood Donor Month.