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NEWS RELEASE

American Red Cross, Meijer Join Forces this Summer Michigan-Based Superstore Offers Gift Cards to Encourage Blood Donations

Lansing, MI, June 2 – The American Red Cross and Meijer have entered a partnership this summer to help raise awareness of the need for blood during the summer months.

“We are grateful to Meijer for their support of the American Red Cross and the mission to help save lives,” said Sharon L. Jaksa, CEO for the Great Lakes Blood Services Region of the American Red Cross. “It is through these types of partnerships that we are able to give our donors thanks for coming out to save lives.”

Beginning June 1, every individual who presents to donate blood can be entered to win \$500 in gift cards from Meijer. The drawings will take place June 30, July 31 and August 31. All blood drives held in the 65 counties of the Great Lakes Region will participate in the Meijer gift card giveaway.

Each day in the Great Lakes Region, approximately 700 units of blood are needed to help patients suffering from trauma, illnesses and injuries. During the summer months, blood donations tend to decrease while the need for blood increases.

“We’re pleased to help raise awareness of the need for blood donation during the critical summer months,” said Stacie Behler, vice president of corporate communications and public affairs for Meijer. “Innovation is key to being a successful retailer, and this program provides an innovative approach to encourage more people to give the gift of life.”

For more information on the Meijer gift card giveaway or American Red Cross blood drives in your area, visit redcrossmichigan.org or call 1-800-GIVE-LIFE.

How to Donate Blood

To schedule an appointment to donate please call 1-800-GIVE-LIFE (1-800-448-3543) or visit www.redcrossmichigan.org for more information. If you are at least 17 years of age, weigh a minimum of 110 pounds and are in good general health, you may be eligible to donate blood. All donors need to present positive identification.

About the American Red Cross

The Great Lakes Region serves 65 counties, and needs to collect about 700 units of blood a day to meet patient needs in about 70 hospitals in the region. In addition to providing blood to our community, the American Red Cross also provides relief to victims of disaster, trains millions in lifesaving skills, serves as a communication link between U.S. military members and their families, and assists victims of international disasters or conflicts.