



**American
Red Cross**

The need is constant.
The gratification is instant.
Give blood.™

South Carolina Blood Services Region
2751 Bull Street
Columbia, SC 29201

FOR IMMEDIATE RELEASE: August 23, 2010

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URGENT NEED FOR BLOOD DONORS

Columbia, S.C.—The American Red Cross South Carolina Blood Services Region issued an urgent call for blood donors on August 23, 2010.

The Red Cross closely monitors national and local blood supplies to ensure donations are keeping pace with hospital need for blood products in order to meet ongoing and emergency patient care.

“There is a critical need for blood donors now,” said Delisa English, Chief Executive Officer for the South Carolina Blood Services Region of the Red Cross. “This summer we have had a particularly difficult time recruiting enough blood donors to meet the requirements of our community’s hospitals and the patients they serve.”

Meeting this need is particularly challenging now since the extremely high temperatures are keeping donors inside, most schools are not in session to hold blood drives, and we are experiencing a high number of donors who are unable to keep their appointments.

Donors with all blood types are needed, but especially those with type O negative. Red Cross officials say type O negative donors can make the difference between an adequate blood supply and a shortage. That’s because type O negative blood can be transfused to patients with any blood type, and is most readily given to patients in emergency and trauma situations.

Every day, more than 39,000 pints of blood are needed for patients in the United States. Blood is used for the treatment of cancer patients, people with blood disorders, premature babies, transplant recipients, trauma victims and more. Each whole blood donation can help save up to three lives.

“We urge people to make and keep an appointment to donate blood now,” said English. “Chances are, someone is counting on you right now for their very life.”

UPCOMING AMERICAN RED CROSS BLOOD DRIVES IN YOUR AREA:

08/24	Agape Senior	2705 Leaphart Road	Cayce-West Columbia	9 a.m.-2 p.m.
08/25	Providence Hospital	2435 Forest Drive	Columbia	9 a.m.-4 p.m.
08/25	Aiken Mall	2441 Whiskey Road South	Aiken	2 p.m.-7 p.m.
08/27	University of South Carolina	1601 Greene St.	Columbia	11 a.m.-4 p.m.
08/27	Swansea High School	500 E. First St.	Swansea	8:30 a.m.-2:30 p.m.
08/29	Shandon United Methodist	3407 Devine St.	Columbia	8 a.m.-12:45 p.m.
08/29	Trinity Cathedral Church	1100 Sumter St.	Columbia	8:30 a.m.-1:30 p.m.
08/30	Lexington Medical Center Irmo	7035 St. Andrews Road	Columbia	9 a.m.-2 p.m.
08/31	SC Emergency Management Division	2779 Fish Hatchery Road	Cayce-West	9:30 a.m.-2:30 p.m.

			Columbia	
08/31	Lexington Medical Center Lexington	811 West Main St.	Lexington	10 a.m.-3 p.m.
09/01	Blue Cross Blue Shield	2501 Faraway Drive	Columbia	10 a.m.-3 p.m.
09/01	SAFE Federal Credit Union	170 Wesmark Blvd.	Sumter	9 a.m.-2 p.m.
09/01	Cooper Tools	670 Industrial Drive	Lexington	11 a.m.-4:30 p.m.
09/01	Criminal Justice Academy	5400 Broad River Road	Columbia	4 p.m.-8 p.m.
09/02	Remington College	607 Bush River Road	Columbia	9 a.m.-2 p.m.
09/02	University of South Carolina	Coker Life Science Building	Columbia	11 a.m.-4 p.m.
09/02	Fairfield Central High School	Hwy 321 Bypass	Winnsboro	9 a.m.-2:30 p.m.
09/02	Brookwood Elementary School	445 South Old Bel Air Road	Grovetown	3 p.m.-7 p.m.
09/03	AC Flora High School	1 Falcon Drive	Columbia	8:30 a.m.-2:30 p.m.
09/03	Mossy Creek Elementary School	421 West Five Notch Road	North Augusta	8 a.m.-1 p.m.
09/05	Corpus Christi Catholic Church	2350 Augusta Highway	Lexington	9 a.m.-2 p.m.

AMERICAN RED CROSS BLOOD DONATION CENTERS IN YOUR AREA:

Columbia Donor Center: 2751 Bull St., Columbia, S.C. 29201

Monday: 11 a.m. - 7 p.m.

Tuesday: 11 a.m. - 7 p.m. (extended hours 8/24: 7 a.m.-7 p.m. and 8/31: 6 a.m.-7 p.m.)

Wednesday: 11 a.m. - 7 p.m. (extended hours 8/25: 7 a.m.-7 p.m.)

Thursday: 7 a.m.-2 p.m. (extended hours 8/26: 7 a.m.-7 p.m.)

Friday: 7 a.m.-2 p.m. (extended hours 8/27: 7 a.m.-5 p.m.)

Saturday: 7 a.m.-2 p.m.

Sumter Donor Center: 1155 N Guignard Drive, Sumter, S.C. 29150

Monday: noon-6:30 p.m.

Tuesday: noon-6:30 p.m.

Wednesday: 10 a.m.-4:30 p.m.

Thursday: noon-6:30 p.m.

Friday: 7 a.m.-1:30 p.m.

How to Donate Blood

To schedule an appointment to donate please call 1-800-RED CROSS (1-800-733-2767) or visit redcrossblood.org for more information. Individuals who are 17 years of age (16 with parental permission in some states), meet weight and height requirements (110 pounds or more, depending on their height) and are in generally good health may be eligible to donate blood. Please bring your Red Cross blood donor card or other form of positive ID when you come to donate.

About the American Red Cross

The American Red Cross South Carolina Blood Services Region needs to collect about 500 units of blood a day to meet patient need in 54 hospitals. In addition to supplying nearly half of the nation's blood, the American Red Cross teaches lifesaving skills, provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization—not a government agency—and depends on volunteers and the generosity of the American public to perform its mission.