



## **American Red Cross' Summer Campaign: 100 Days of Summer, 100 Days of Hope**

**July 14, 2015:** Summer is typically a time of year when blood donations decrease. Donors have a variety of other commitments – from vacations and travel to events and time spent with family and friends – all of which keep even routine donors from scheduling appointments. American Red Cross' summer campaign is the “100 Days of Summer, 100 Days of Hope” sponsored by Suburban Propane. This program is one of the largest volunteer efforts in support of saving lives through blood donations. The theme, “100 Days of Summer, 100 Days of Hope” gives a time frame with a subtle sense of urgency to summer donations. It reminds donors, blood drive coordinators and volunteers of their opportunity to give hope. The campaign also encourages donors to give regularly, especially around key summer holidays when donations often decline. In order to combat this drastic decline in blood donations, we must create new and innovative ways to increase blood donations to supply VA and civilian hospitals.

In conjunction with the American Red Cross and Suburban Propane summer partnership, the Alabama News Network has agreed to promote and host “The Alabama News Network Blood Donor Block Party” at **Eastdale Mall in Montgomery on July 16<sup>th</sup> from 10a.m. to 8p.m.** We giving away gift cards, food, special blood drive t-shirts, and a \$10 Visa gift card sponsored by Suburban Propane for all presenting donors. This is a local celebration where blood donors come together and help the community by donating blood and saving lives. We are asking you to partner with American Red Cross to registered 10 employees/family/friends to donate blood at this event.

Here is how to schedule online appointment to donate blood:

1. Goto [www.redcrossblood.org](http://www.redcrossblood.org).
2. Locate “It Feels Good to Give” and then locate “Find a Blood Drive”
3. Enter Sponsor Code: alabamaneetwork (no spaces)
4. Click on Eastdale Mall
5. Locate the time you are available to donate blood
6. Then, click the type of blood donor you want either a ‘Blood’ or a ‘Double Red Cells’ – If you want more information about the two, please click on ‘Blood’ and/or ‘Double Red Cells’ located under the blood drive’s date and time.
7. After you make your selection on the time and type of blood donor, either ‘Sign In’ (previous online appointment donor) or ‘Create My Account’ (never set up online appointment account).

In addition to support this event, you can forward this email your employees/friend/family, post it to your organization/personal Facebook page, or tweet about Alabama News Network Blood Donor Block Party. You can contact Dwight Toney if you have any questions at 334-318-5489 or [dwight.toney@redcross.org](mailto:dwight.toney@redcross.org).