



**Arkansas Methodist
Medical Center**

It's all about you.

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MEDIA ADVISORY

AMMC SPONSORS SUMMER TIME COMMUNITY-WIDE BLOOD DRIVE

Give the Gift of Life and Register for a Chance to Win a Free \$50 Gas Card

WHO: Arkansas Methodist Medical Center and the American Red Cross

WHAT: AMMC, in partnership with the American Red Cross is sponsoring a summer time community-wide blood drive to help raise awareness of the **urgent need** for blood donations and encourage persons in the community to give the gift of life.

The Red Cross notes that summer time is a time for relaxation and vacations, but for the Red Cross, it's a time when they need the public's help the most. Blood shortages are typical in the summer as regular donors are busy with vacations, and the need for blood rises. **According to the Red Cross, they have currently less than a day's supply of blood available and donors of all blood types are encouraged to help replenish the blood supply.**

The process only takes about 30 minutes, and one pint of blood can save up to three lives. Give the gift of life, and at the same time, register for a chance to win a free \$50 gas card, courtesy of AMMC.

WHEN: Friday, August 15, 2008, 12 noon to 5 p.m.

WHERE: The Red Cross Blood Mobile will be in the parking lot of Arkansas Methodist Medical Center, 900 W. Kingshighway, Paragould

WHY: According to the American Red Cross, under normal circumstances someone in America will need a blood transfusion every two seconds. Blood transfusions are used for trauma victims due to accidents and burns, heart surgery, organ transplants, women with complications during childbirth, newborns and premature babies, and patients receiving treatment for leukemia, cancer and other diseases such as sickle cell anemia.

The National Blood Data Resource Center estimates that some 38,000 units or pints of blood are needed every day. However, less than five percent of healthy Americans eligible to donate blood actually do so. Anyone 17 years of age or older, in good health, who weighs at least 110 pounds is eligible to donate blood. All donors must pass the physical and health history exam given before donation.

A recognized healthcare leader, Arkansas Methodist Medical Center in Paragould is a state-of-the-art nonprofit institution providing world-class medical services and compassionate care to residents throughout the Northeast Arkansas and Southeast Missouri region. Additional information about AMMC is available at: www.arkansasmethodist.org.