



**Arkansas Methodist
Medical Center**

It's all about you.

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FOR IMMEDIATE RELEASE

MEDIA ADVISORY

AMMC SPONSORS COMMUNITY-WIDE BLOOD DRIVE

- WHO:** Arkansas Methodist Medical Center and the American Red Cross.
- WHAT:** In partnership with the American Red Cross, AMMC is sponsoring a 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.
- WHEN:** Friday, February 15th Noon-5pm
- WHERE:** Red Cross Blood Mobile
Parking Lot Across From 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 115 pounds is eligible to donate blood. All donors must pass the physical and health history exam given before donation. A donor's body replenishes the fluid lost from donation within 24 hours. It may take up to two months to replace lost red blood cells. Whole blood may be donated every eight weeks.

Typically, each donated pint of whole blood is separated into several components such as red blood cells, platelets and plasma. Each component can be given to individuals with different needs, thus helping to save as many as three lives.

Arkansas Methodist Medical Center, Paragould is a 129-bed, fully JCAHO accredited, not-for-profit medical center. AMMC has touched thousands of lives since 1949 as a Beacon of Health, Hope and Healing. Additional AMMC information is available at: www.arkansasmethodist.org.