

Press Release



For Immediate Release

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BloodCenter of Wisconsin Kicks Off ‘Super Blood Drive’ *Attempting Donors Can Win a Private Screening of the Feb. 5 Big Game*

Milwaukee, Wis. – As they prepare for the big game, football fans will have a chance to “score a touchdown for life” at BloodCenter of Wisconsin’s Super Blood Drive on Monday, Jan. 23. The blood drive will be held at Wisconsin State Fair Park’s Tommy Thompson Center (640 S. 84th St., West Allis, Wis.) from 7 a.m. to 7 p.m.

All who attempt to donate will be entered into a drawing to win two great prizes. Fifty donors will each win the opportunity to invite three friends to a private screening of all the action in Indy at the Times Cinema in Milwaukee on Sunday, Feb. 5. As a bonus, attempting donors will have a chance to win an official football autographed by Green Bay tight end Jermichael Finley. Finley has been helping to promote the BloodCenter’s *Run Your Route* challenge to encourage blood donations.

January is typically a tough month for the blood supply, because of the flu season and wintry weather. BloodCenter hopes to see more than 400 donors at the Super Blood Drive to maintain Wisconsin’s blood supply for surgeries, cancer treatments and other patient needs.

Anyone 16 or older who is in general good health and meets eligibility requirements is encouraged to donate blood. The entire process takes about an hour and all blood types are needed. Donors should bring a photo ID. Appointments to donate can be made by calling 1-877-BE-A-HERO or online at www.bcw.ed. However, walk-ins are encouraged as well. Free child care will be available.

About BloodCenter of Wisconsin

BloodCenter of Wisconsin is a private, not-for-profit organization that specializes in blood collection, organ and tissue recovery, marrow donation and education, diagnostic testing, medical services and leading-edge research. BloodCenter of Wisconsin is the only provider to hospitals in 29 Wisconsin counties including all community hospitals in Southeastern Wisconsin. BloodCenter of Wisconsin advances patient care by delivering life-saving solutions grounded in unparalleled medical and scientific expertise. For more information, visit www.bcw.edu.

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