

News Release



**American
Red Cross**

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Red Cross calls for new donors to prevent a summer blood shortage

*About 38 percent of the population can donate; less than 10 percent of those eligible do
6 great tips for that first blood donation this summer*

LINCOLN, Neb. (May 30, 2017) — The American Red Cross urges those who have never given blood before – as well as those who haven't given recently – to make an appointment to give blood or platelets now and help sustain a sufficient community blood supply this summer.

While the need for blood is constant during the summer months, the Red Cross experiences a drastic decline in new donors. Nationwide and in Nebraska, about one-third fewer new donors came out to give last summer than during the rest of the year. Additionally, many schools where blood drives are held – and where new donors give – are not in session, and current donors often delay giving due to summer vacation plans.

While about 38 percent of the population is eligible to give blood, less than 10 percent of those eligible actually do. The blood donation process takes about an hour with the actual donation only taking about 10 minutes. Whether new to donating blood or a lifelong donor, the Red Cross offers [helpful tips](#) for an enjoyable donation experience:

1. As much as possible, eat [iron-rich](#) foods leading up to your donation.
2. Hydrate – drink an extra 16 oz. of liquid before and after the donation.
3. Have a healthy meal before the donation.
4. Wear comfortable clothing with sleeves that can be raised above the elbow.
5. Complete a [RapidPass](#) on the day of donation, prior to arriving, to save time.
6. Remember to bring a picture ID, blood donor card or two other forms of identification.

“Every day, we have thousands of lives to help save, but blood and platelet donations often do not keep pace with hospital demand during the summer months,” said Amy Brown, Donor Recruitment district manager for the Midwest Blood Services Region. “In less time than it can take to go out to eat, you can make a lifesaving difference for cancer patients, accident victims and others in need.”

Appointments can be scheduled by downloading the Red Cross Blood Donor App, visiting [redcrossblood.org](#) or calling 1-800-RED CROSS (1-800-733-2767).

Upcoming blood donation opportunities

Cass

Elmwood

6/12/2017: 1 p.m. - 6 p.m., Fire Hall, 601 N 4th

Murray

6/6/2017: 11 a.m. - 5 p.m., Conestoga High School, 8404 42 St., PO Box 40

Plattsmouth

6/8/2017: 11 a.m. - 4 p.m., Nebraska Masonic Home, 1300 Ave D

Gage

Adams

6/5/2017: 1 p.m. - 7 p.m., American Lutheran Church, 601 Ash St

Beatrice

6/8/2017: 11:30 a.m. - 5:30 p.m., Beatrice High School, 600 Orange Blvd

Lancaster

Lincoln

5/30/2017: 12:30 p.m. - 6:30 p.m., American Red Cross Capital City Chapter, 220 Oakcreek Dr.

6/8/2017: 9 a.m. - 3 p.m., Memorial Stadium, One Memorial Stadium

6/12/2017: 12:30 p.m. - 6:30 p.m., North American Martyrs Catholic Church, 1101 Isaac Dr.

6/12/2017: 12:45 p.m. - 6:30 p.m., American Red Cross Capital City Chapter, 220 Oakcreek Dr.

Nemaha

Auburn

6/5/2017: 12 p.m. - 6 p.m., 4-H Building, 9th and J Street

6/6/2017: 11:30 a.m. - 5:30 p.m., 4-H Building, 9th and J Street

Peru

6/13/2017: 10:30 a.m. - 4:30 p.m., Peru State College Student Center, 600 Hoyt St

Otoe

Nebraska City

6/15/2017: 7 a.m. - 1 p.m., St Mary's Hospital, 1301 Grundman Blvd

Syracuse

6/13/2017: 11:15 a.m. - 5:15 p.m., Luther Memorial Lutheran Church, 1162 Mohawk

Talmage

6/6/2017: 2 p.m. - 7 p.m., Talmage Community Building, Main Street

Richardson

Humboldt

6/14/2017: 12 p.m. - 6 p.m., Fairgrounds - 4-H Building, 1034 4th St

How to donate blood

Download the American Red Cross Blood Donor App, visit redcrossblood.org or call 1-800-RED CROSS (1-800-733-2767) to make an appointment or for more information. Those who come out to donate blood or platelets with the Red Cross June 7 through World Blood Donor Day on June 14 will receive a limited-edition [Nexcare Give](#) bandage with the theme "Roll up a sleeve and give where you live," featuring vibrant city-inspired designs reflecting landmarks and locales from around the globe. Individuals who are 17 years of age in most states (16 with parental consent where allowed by state law), weigh at least 110 pounds and are in generally good health may be eligible to donate blood. High school students and other donors 18 years of age and younger also have to meet certain height and weight requirements.

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or cruzrojaamericana.org, or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

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