



American Red Cross
Michigan Blood Services
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NEWS RELEASE

Zeeland Resident Gives the Gift of Life, Wins Gift Card

Gift Card Donated as Part of Meijer Partnership

Lansing, MI – September 9 – Diane Wolters always knew donating blood was rewarding, but when she decided to give the gift of life August 21 at an American Red Cross blood drive at Zeeland Hospital in Dewitt, she received another reward. Wolters won a \$500 Meijer gift card as part of a promotion to help stabilize the Great Lakes Region blood supply during the summer months.

“My husband and I both donated that day,” Brown said. “He was my ride, so I guess I should share it with him.”

The promotion, which began June 1, allowed all individuals who presented to donate blood the opportunity to win a \$500 in gift card from Meijer. There were three winners this summer. The next Meijer gift card giveaway will be held in December, when a decrease in blood collections is expected. All blood drives held in the 65 counties of the Great Lakes Region will participate in the Meijer gift card giveaway.

Each day in the Great Lakes Region, approximately 700 units of blood are needed to help patients suffering from trauma, illnesses and injuries. During the summer months, blood donations tend to decrease while the need for blood increases. Collections are typically down in December as well, because of poor weather condition.

Visit redcrossmichigan.org for more information on the Meijer promotion or to locate a blood drive near you..

How to Donate Blood

To schedule an appointment to donate please call 1-800-GIVE-LIFE (1-800-448-3543) or visit www.redcrossmichigan.org for more information. If you are at least 17 years of age, weigh a minimum of 110 pounds and are in good general health, you may be eligible to donate blood. All donors need to present positive identification.

About the American Red Cross

The Great Lakes Region serves 65 counties, and needs to collect about 700 units of blood a day to meet patient needs in about 70 hospitals in the region. In addition to providing blood to our community, the American Red Cross also provides relief to victims of disaster, trains millions in lifesaving skills, serves as a communication link between U.S. military members and their families, and assists victims of international disasters or conflicts.

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