

BROADCAST- Donating blood can be rewarding

Smart phone app tracks reward points for giving blood

(Note-you could edit down the video clip or sound bite)

ANCHOR INTRO:

Donating blood can be lifesaving — and it can be rewarding, too. Blood centers say winter weather can make it harder to keep shelves stocked, even though the need never slows down.

VO or RADIO PACKAGE:

The next time you hear about a serious traffic accident, consider this — a single crash 7

ImpactLife Blood Center Manager Kirby Winn says even though nearly two-thirds of Americans are eligible to donate, only about 3 percent give blood each year. And demand stays constant, no matter the season.

SOT – Kirby Winn, ImpactLife:

"It could be a patient in treatment for cancer, someone needing surgery, if there's a trauma with blood loss and a patient comes into the emergency room — those are all reasons that don't change because it's winter weather outside, and that's why this time of year, even though we might face cancellation of blood drives and loss of appointments related to weather, we always need to maintain a strong and stable inventory." (:27)

ImpactLife, which supplies blood to OSF HealthCare and more than 120 hospitals across four states, aims to keep at least a five-day supply of every blood type. Right now, some negative blood types are down to about three days.

To encourage more donations, ImpactLife offers a Donor For Life rewards program and a smartphone app that helps donors track rewards, find nearby blood drives, and monitor their donation history.

TAG:

ImpactLife says it needs more than 3,000 volunteer blood donations every week to meet patient needs across the region.