

TRANSCRIPT OF MEDIA-Donating blood can be rewarding

Kirby Winn, ImpactLife Blood Center Manager

Blood supply needs don't change, despite the weather.

"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." (:29)

There are a variety of options for donation rewards.

"The way that it works is, after giving blood, the donor will receive an email with a link to use to redeem for that electronic gift card to their choice of a variety of retailers and restaurants, place that we all know, or they can choose those points to use in our reward store, or finally, the option to give charitably to a non-profit organization." (:25)