



NEWS RELEASE

**COMMUNITY
BLOOD
CENTER**
OF THE OZARKS
not-for-profit organization

ADMINISTRATIVE OFFICES
220 W. Plainview Rd.
Springfield, MO 65810
(417) 227-5000

Donation Centers in: Springfield, MO (2)
Joplin, MO
Springdale, AR
Bentonville, AR

For more information call:

Chris Pilgrim, Marketing Manager, at (417) 227-5376

For Immediate Release—

The Miracle of giving means life for area patients

16th annual blood drive begins December 13th at CBCO blood drives and donor centers

December 8, 2010— For the sixteenth year in a row, Community Blood Center of the Ozarks (CBCO) invites you to experience the joy of *giving life to your community* by participating in the Miracle of Giving Blood Drive, December 13th through January 2nd at CBCO blood drives and donor centers across the region.

Every five minutes on average, a patient at one of thirty-seven area hospitals receives blood that was provided by a CBCO donor. During the holidays, the need for blood often exceeds the supply. The Miracle of Giving Blood Drive was created to celebrate the lifesaving results that occur when a person gives their incredible gift for others. "In less than an hour, you can give someone a chance at another holiday," said CBCO executive Director Don Thomson. "The joy of the season lies in giving to others and there is no better gift than a blood donation."

All participants at any CBCO blood drive during the Miracle of Giving event will receive a holiday themed t-shirt.

Participants at CBCO Donor Centers will have an additional opportunity to donate to an area food bank in lieu of the t-shirt gift. Over the past year, CBCO donors have given over 15 thousand dollars to area food banks and national hunger relief organizations. "Thousands of meals have been provided to families that need our help," Thomson said. "This initiative again illustrates how giving our blood donors are. They're willing to give of themselves again and again for the benefit of the community."

It's easy to find a blood drive coming to your area. Log on to www.cbco.org to find a complete list of upcoming blood drives and locations.

As the holiday season approaches, CBCO wishes to thank the thousands of blood donors, volunteers and advocates that are directly responsible for saving local lives every day. Thank you for *giving life to your community*.

#