



# NEWS RELEASE

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

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

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*For more information call:*

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*For Immediate Release—*

## **CBCO donors can take their donation further**

### **LifePoints Lift lets CBCO donors designate reward points to other area organizations**

**January 12, 2015—** Blood donors give to help others. Now they'll have the opportunity to give more through LifePoints Lift, a unique partnership between Community Blood Center of the Ozarks (CBCO) and ten area not-for-profit organizations.

CBCO's LifePoints program allows blood donors to collect reward points every time they give. Donors may redeem their LifePoints for gift cards or wearables in CBCO's online store. While those rewards will remain available, LifePoints Lift will allow donors to dedicate their LifePoints to any of ten partner agencies throughout the Ozarks. This will essentially double the impact of their donation, helping area patients while at the same time providing financial support to a worthwhile charity.

LifePoints Lift partner agencies include:

**Ronald McDonald House of the Ozarks**  
**Ozarks Food Harvest**  
**Care to Learn**  
**Northwest Arkansas Food Bank**  
**Habitat for Humanity – Springfield**  
**Breast Cancer Foundation of the Ozarks**  
**Northwest Arkansas Children's Shelter**  
**CASA of Southwest Missouri**  
**The Salvation Army**  
**American Cancer Society Relay for Life - Springfield**

"We have always known the generosity and willing spirit of our blood donors," CBCO Executive Director Anthony Roberts said. "I know that donors will embrace this new program and will take advantage of the opportunity to help even more people in our coverage area. Our new LifePoints Lift partners represent some of the organizations that make living here in the Ozarks very special. We are looking forward to developing the same, long lasting relationships with these organizations as we have with our blood donors."

Blood donors that have already created an online donor profile with CBCO are already collecting LifePoints with every donation and may designate them to LifePoints Lift at any time. If you want to give a LifePoints Lift, give blood at any CBCO blood drive or donor center. After your donation, create an online donor profile at [www.cbco.org](http://www.cbco.org). You can find LifePoints Lift information and the rewards store via the home page.

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