



# 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

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*For more information call:*

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

*For Immediate Release—*

## **CBCO issues code red appeal for all blood types**

### **Donors urged to give immediately – Springfield donor centers to extend hours**

**January 12, 2015—** Community Blood Center of the Ozarks (CBCO) has issued a Code Red Alert for all blood types. The current inventory is at a critical level, with less than a one day supply of blood in reserve for use by patients at 38 area hospitals. Eligible blood donors are urged to give immediately at a CBCO donor center or blood drive in their area.

In response to the immediate need for blood, CBCO's Springfield donor centers will extend their operating hours on Thursday and Friday. Donor centers at 220 W. Plainview Rd. and 2230 S. Glenstone Ave. will be open from 7 am to 7 pm Thursday and Friday, January 8 and 9. The Thomson Donor Center on Plainview Rd. will also be open from 7 am to 1 pm on Saturday, January 10.

Donation rates over the last two weeks have been at around 60 percent of the levels needed to sustain a strong reserve inventory. "These last two weeks included holidays that occurred in the middle of the week and that really hampered donation rates," CBCO Marketing Manager Chris Pilgrim said. "Other factors for the current shortage include illness and schools being on their winter break."

"It's rare for a code red alert to be issued, but it's even more rare for the alert to include all blood types. The only type that we see adequate supply levels on currently is type AB positive, but those donors can help as well by coming in and giving plasma. If you've been waiting to give blood, now is the time that area patients really need your help."

For more information on this Code Red Alert, donor eligibility guidelines, or to find a blood drive coming to your area, go online to [www.cbco.org](http://www.cbco.org).

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