



NEWS RELEASE

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

ADMINISTRATIVE OFFICES

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Donation Centers in: Springfield, MO (2)

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Springdale, AR
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For Immediate Release—

CBCO lifts Code Red emergency appeal

Officials encourage continued giving to maintain supply

January 12, 2015— On Monday morning, officials at the Community Blood Center of the Ozarks (CBCO) lifted the Code Red appeal for blood donations. The blood center remains on a CODE YELLOW ALERT for type A negative blood, and emphasizes that giving blood on a regular basis will help ensure a consistent blood supply for the 37 hospitals it serves.

From the time that the emergency appeal was called by the blood center on Wednesday, January 7 through the end of the week, more than 1,100 blood donations were collected and processed for area hospitals – an increase of more than 40% over normal daily participation.

“We want to extend our thanks to the hundreds of donors who responded to this emergency,” CBCO Marketing Manager Chris Pilgrim said. “While the urgent situation has passed, we want to encourage healthy donors to continue to donate on a regular basis. It takes around 225 blood donations every day to meet the needs of patients in our region. Unpredictable winter weather and a high incidence of cold and flu this year serve as reminders that healthy blood donors are needed every day. If you are able, please give blood at a CBCO donor center or blood drive this season.”

For more information on blood donation or to find a blood drive coming to your area, go online to www.cbco.org. On behalf of patients all across the Ozarks, thanks for *giving life to your community*.

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