

Rock River Valley

BLOOD CENTER

Straight From the Heart



FOR IMMEDIATE RELEASE

**Saturday, February 14, 2009
Saturn of Rockford Opens Doors and Arms for
12th Annual Saturn National Donor Day with Rockford's Own Q98.5**

Saturday, Feb. 14, from 7:30am to 3:30pm, Saturn of Rockford and Q98.5 will celebrate the 12th annual Saturn National Donor Day along with retailers across the country and many of the nation's leading non-profit health organizations, as part of a national campaign aimed at raising awareness and encouraging blood and marrow, organ and tissue, donation.

"It is the largest one-day life-saving donation drive in the United States, and we're proud to be part of it," says General Manager, George Schaffner of Saturn of Rockford. "Thanks to local citizens, this event continues to be the largest one day blood drive each year. It's an amazing thing to be a part of. I encourage people to come down and be a part of history."

Saturn is joined by 98.5 WXXQ and First Northern Credit Union who help to sponsor the drive. 98.5's Q Crew will broadcast live. The first 98 donors will receive a Valentine bracelet from Crimson Ridge. There will be special edition, souvenir t-shirts and other prizes while supplies last. There will be food throughout the day. Attendees can also register to win assorted prizes including tickets to the upcoming Toby Keith concert.

Information will be available from many non-profit organizations regarding potentially life-saving donations. Representatives from Rock River Valley Blood Center, National Marrow Donor Program, the Illinois Secretary of State Organ Donor Program and more will be on hand with lifesaving information. Attendees 18 years of age can join the marrow registry and Illinois' organ/tissue donor registry to register as an organ & tissue donor. Remember: If you live in Illinois and signed up to be an organ & tissue donor before **January 1, 2006**, you need to **re-register** in order to make sure your wishes are carried out through the state's new registry.

The need for donation is significant:

- Each day, approximately 39,000 units of blood are needed to save the lives of thousands of Americans
- Nearly 98,000 people in the United States are waiting for life-saving organ transplants.
- Approximately 38,000 patients each year are diagnosed with leukemia or other blood diseases that are potentially treatable with marrow cell transplants – but just one in three will find a donor match within their family.

The Rock River Valley Blood Center serves as a centralized, community blood center and is the sole provider of blood products and services to Beloit Memorial Hospital, Edgerton Hospital and Health Services, Freeport Health Network, Mercy Harvard Hospital, OSF Saint Anthony Medical Center, Rochelle Community Hospital, Rockford Health System and SwedishAmerican Health System.

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