

# PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

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## **LIFESOURCE ASKS RESIDENTS TO BE THE 'GIVING TYPE'**

Give the Gift of Blood During the Holiday Season; a Special Time of Need

**ROSEMONT, IL — Dec. 17, 2013** — LifeSource, the largest blood center in Illinois, is in need of blood donors to help replenish the community blood supply.

LifeSource encourages all residents of the Chicagoland area to help area patients by donating blood, as the need is great, especially during the holiday season. Patient needs stay static so it remains important for people to visit a LifeSource donor center or mobile blood drive. To learn more about donating blood, visit [lifesource.org](http://lifesource.org).

"The winter months can present additional challenges with increased accidents associated with travel and outdoor activities," explained Jim Fitzgerald, LifeSource Chief Operating Officer. "Additionally, holiday vacations can impact the schedules of routine donors, making it more important for additional donors to help support the daily need for blood."

All blood type donors are welcome to help. If you cannot donate, please encourage someone you know to make a difference by supporting the cause.

LifeSource has 18 convenient donor centers located throughout the Chicagoland area and operates up to 10 mobile blood drives every day. Donors may call to schedule an appointment or visit any blood drive listed online at [lifesource.org](http://lifesource.org).

To coordinate a drive at your organization, find the nearest community donor center, or to schedule an appointment to donate, please call 1.877.LIFESOURCE (1.877.543.3768) or visit [lifesource.org](http://lifesource.org).

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**ABOUT LIFESOURCE**

Established in 1987 and a business unit of The Institute for Transfusion Medicine, LifeSource is a not-for-profit organization and the largest blood center in Illinois. LifeSource provides blood products and transfusion-related services to hospitals in the Chicagoland area. Blood donors must be 17 years old, or 16 with signed parental consent, and should prepare by eating a meal or healthy snack and properly hydrating. Donors must bring photo identification when they donate. For more information, go to [lifesource.org](http://lifesource.org) or visit our Facebook page, LifeSource Org, or Twitter feed, @LifeSourceOrg.