

FOR IMMEDIATE RELEASE

Media Contact:
Kyle Ford
209-722-5761
kford@mercedid.org

“Pint for a Pint” – Blood Donors to Receive Coupon for Free Pint of Ice Cream at MID-Sponsored Blood Drive

MERCED, Calif. (June 29, 2009) — Everyday there are more and more people being treated for injuries or illnesses whose lives depend on receiving blood donations. But unfortunately there are fewer and fewer donors. To help the cause, the Merced Irrigation District (MID) is sponsoring a Blood Drive in partnership with BloodSource of Merced on June 29, 2009. Every donation counts—each pint has the potential to save as many as three lives. Currently, approximately 40,000 pints of blood are used each day in the United States.

As a thank you for their donation, all blood donors will receive a coupon for a free pint of ice cream at Baskin-Robbins. MID will also be serving pizza to all participants. The BloodSource Bloodmobile will be at MID in the back parking lot from 10 a.m. to 2 p.m. MID is located at 744 W. 20th Street, Merced.

“MID is pleased to partner in this event with BloodSource of Merced and we encourage everyone in the community that is of proper health to join our employees and staff at the event to donate blood,” said Kyle Ford, Business Development Representative at Merced Irrigation District. “We are committed to being involved in our community and feel this is a very worthy cause that deserved our attention.”

To donate at the MID Blood Drive, a person must be in generally good health, free from cold or flu symptoms for at least 48 hours before giving blood, be at least 17 years old (16 with parental consent), weigh at least 110 pounds and show a photo identification or BloodSource donor card.

For more information, please contact Kyle Ford at 209-722-5761 or visit www.BloodSource.org

###