# LS logo with positioning statement

# FOR IMMEDIATE RELEASE

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**LIFESERVE BLOOD CENTER INVITES YOU TO HELP LIVES IN HURON**

HURON, SD (January 26, 2018) – LifeServe Blood Center is now the sole supplier of all blood and blood products to Huron Regional Medical Center.

“We’ve worked with Huron Regional Medical Center for many years and are excited to be more involved with the Huron community,” said Claire DeRoin, Community Relations Coordinator for LifeServe Blood Center. “You never know when you, your neighbor, a family member, or a friend may need a lifesaving blood transfusion; and when they do, those blood products will come from blood donors who give with LifeServe Blood Center.

“We’ve appreciated a partnership with LifeServe for more than 12 years now and look forward to working with them to continue to provide blood to our patients when they need it most,” said Owen Bain, MT (ASCP), lab director at HRMC, “This change from collecting blood locally to utilizing a regional blood center provides several benefits to our patients including a constant supply, reduced wait times for testing and eliminates waste of precious blood not used within 42 days after donation.”

The need for blood is constant; however, the need often increases during the winter months as donations tend to decrease and can have a major impact on the local blood supply. Blood donors do more in one hour than most will do in a lifetime by giving the gift of life!

LifeServe Blood Center and HRMC are urging the Huron community to boost the blood supply for local patients on Tuesday, February 20, between 11:30 – 5:00 p.m. at the HRMC Physicians Clinic. Your donation will ensure those in our community in need of lifesaving blood products will receive them at a moment’s notice.

“Our hope is that hosting regular blood drives will allow more people to donate blood on their schedule, desire and availability,” explained Bain. “Your donation with LifeServe will help save local community members.”

Interested donors can make an appointment online at lifeservebloodcenter.org or by calling LifeServe at 800.287.4903.

About LifeServe

LifeServe Blood Center is a non-profit, community based blood center that has served the needs of local hospitals and patients in our regions since 1963. As one of the 15 largest blood centers in the country, LifeServe Blood Center is the **SOLE** provider of blood and blood products to more than 120 hospitals located across Iowa, Nebraska, and South Dakota. LifeServe is committed to saving lives by providing premier service to volunteer blood donors and access to a safe, quality blood supply for hospitals and patients. Your donation with LifeServe will help save your neighbor, a friend or family member or a stranger on the street. **YOU** make a difference in **YOUR** community. For more information about blood donation or to schedule an appointment to donate blood, call 800.287.4903 or visit [**www.lifeservebloodcenter.org**](http://www.lifeservebloodcenter.org/).