

FOR IMMEDIATE RELEASE

CONTACT

Kirby Winn: Manager, Public Relations
kwinn@impactlife.org | (563) 349-1571

Earth Week Update: ImpactLife donor program on track to plant more than 10,000 trees
Promotion with National Forest Foundation plants a tree on behalf of every presenting donor through May 15

(April 20, 2022 | Davenport, Iowa) – The “Give Back and Go Green” program now underway with ImpactLife is on track to plant well over 10,000 trees. The blood provider is working with the National Forest Foundation to support reforestation by planting a tree on behalf of donors who come to give blood from March 21 through May 15. During the “Give Back and Go Green” program, all presenting donors are given a voucher to redeem for a gift card and a tree to be planted by National Forest Foundation on their behalf.

To schedule an appointment for donation, please call (800) 747-5401, schedule online at www.bloodcenter.org, or via the ImpactLife mobile app (www.bloodcenter.org/app).

Amanda Hess, Vice President, Donor Relations and Marketing, says the first-time program is a great fit for ImpactLife. “We’ve had donors come in specifically to help patients, but also really excited knowing their donation is also going to help plant a tree,” said Hess.

The effort is part of a larger strategy to engage donors not only to help the blood supply but because their donation supports other causes important to the donor. Bill Block, President and CEO of Blood Centers of America (BCA), describes the initiative as a “win-win.” “If we can get donors to come to help patients and because they can also help reduce the carbon footprint by planting these trees, that’s a fantastic win-win all the way around.” BCA is actively working to establish similar opportunities between tree planting organizations and blood centers on a national scale.

Through the “Give Back and Go Green” program, the National Forest Foundation will plant one tree in a U.S. National Forest for every ImpactLife blood donor who attempts to donate and redeems their voucher. Rich Patterson, a naturalist and frequent blood donor, recently gave blood for the 100th time. Patterson has personal

experience planting trees in U.S. National Forests in the 1970s. Recalling the dry, dusty soil on the mountains, Patterson said it seemed the seedlings “...had no chance. But that environment is what they like. And I went back years later, and they were strong, healthy trees. We need to take good care of our Earth and steward it. It’s the only planet we have.”



Donors scheduled for whole blood donation will also receive an electronic gift card valued at \$10 from their choice of vendors. Donors giving via automated collection procedures (platelets, plasma, and double red cells) will receive an electronic gift card valued at \$25. Donors can redeem their voucher for e-gift cards from Amazon, The Home Depot, Lowe's, Target, Subway, Starbucks, or Walmart.

-continued-



About the National Forest Foundation

The National Forest Foundation (NFF) works on behalf of the American public to inspire personal and meaningful connections to our National Forests, the centerpiece of America's public lands. The NFF leads conversation efforts and promotes responsible recreation on America's 193 million acres of National Forests. The NFF believes National Forests, and all that they offer, are an American treasure and are vital to the health of our communities.

NFF works closely with the U.S. Forest Service to identify the most pressing needs for reforestation in U.S. National Forests. On Earth Day 2018, the NFF launched a campaign to plant 50 million trees on our National Forests. Since the campaign began, NFF has planted nearly 20 million trees, including 7.3 million in 2021.

About ImpactLife

ImpactLife is a not-for-profit community organization providing blood services to 125 hospitals in Illinois, Iowa, Missouri, and Wisconsin, as well as resource sharing partners across the country. Services extend from southcentral Wisconsin to St. Louis, Missouri and from Danville, Illinois to Chariton, Iowa. (See a [map](#) of the ImpactLife service region.) ImpactLife operates 22 Donor Centers and holds approximately 5000 mobile blood drives annually to provide blood components needed for patient transfusions at hospitals throughout our region.

For more information, see www.bloodcenter.org and find us @impactlifeblood on Facebook, Twitter, Instagram, YouTube, and Snapchat.

-end-

Note: additional resources for reporting on our "Give Back and Go Green" initiative are available at www.bloodcenter.org/news, including:

- Video / interview clips from Amanda Hess, Bill Block, and Rich Patterson
- ImpactLife b-roll and blood donor photos
- Images and graphics from the National Forest Foundation

Contact: Kirby Winn, Manager, Public Relations (kwinn@impactlife.org | (563) 349-1571)

Thank the Donor

Under our "Thank the Donor" program, transfusion recipients can share a word of thanks with the donor(s) who provided their specific unit(s) of blood.



"I am receiving your blood today as I go through treatment for **stage four lymphoma** prior to getting a transplant **that I hope will save my life**. As I received your blood today, I imagined **the best of you combining with the best of me** and making us both stronger. **Thank you so much** for your donation and for doing your part in **making my life better.**"

www.bloodcenter.org/thankthedonor