**FOR IMMEDIATE RELEASE**

**[HOSPITAL] and LifeServe Blood Center Empower Patients to Thank Their Lifesaving Blood Donors**

*[City, State] — [Insert Date]* — [HOSPITAL] is proud to partner with LifeServe Blood Center to offer a unique and meaningful opportunity to patients and their families: the ability to personally thank the generous individuals who donate blood and make healing possible.

Through LifeServe’s *Thank-The-Donor™* program, transfusion recipients—or their loved ones and caregivers—can send anonymous messages of appreciation to the specific donor(s) whose blood helped them during treatment. This powerful initiative brings heart to the lifesaving act of blood donation, reminding donors that their selfless gift directly impacts real people in their community.

Each unit of blood delivered to [HOSPITAL] from LifeServe includes a green *Thank-The-Donor™* tag with instructions. Patients, family members, or clinical staff can visit an online portal and enter the unique unit number from the transfused blood to send a heartfelt message. LifeServe then ensures the message is routed back to the appropriate donor, maintaining anonymity while creating a deeply personal connection.

“Our partnership with LifeServe allows us to offer more than just quality care—it allows us to create meaningful moments of gratitude,” said [Hospital Spokesperson Name and Title]. “The *Thank-The-Donor™* program gives our patients the chance to share their appreciation with the heroes who helped save or improve their lives.”

One recent message shared through the program reads:

*“Thank you for your blood donation! I’m a 79-year-old mom and grandma who became anemic. Your blood has given me strength in a difficult season.”*

Since receiving its first message in 2021, LifeServe has delivered over 1,500 thank-you notes from patients across its four-state service region, which includes Iowa, South Dakota, Nebraska, and Illinois. The program strengthens the bond between hospitals, blood donors, and the communities they serve.

**[HOSPITAL] invites community members to be part of this lifesaving mission by donating at the upcoming blood drive:**

**[DATE]** | **[TIME]** | **[LOCATION]**

Donors at this drive will help support patients at [HOSPITAL] and may even receive a *Thank-The-Donor™* message from someone whose life they’ve impacted.

For more information about the *Thank-The-Donor™* program or to schedule your donation, visit [www.lifeservebloodcenter.org](http://www.lifeservebloodcenter.org).

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