**FOR IMMEDIATE RELEASE**

**[HOSPITAL] and LifeServe Blood Center Announce New Partnership to Save Local Lives**

*[City, State] — [Insert Date]* — [HOSPITAL] and LifeServe Blood Center are pleased to announce a new partnership that will make LifeServe Blood Center the exclusive supplier of blood and blood products for [Hospital Name]. This collaboration is a significant step toward ensuring patients at [Hospital Name] have access to a safe, reliable local blood supply whenever they need it. By teaming up with LifeServe, [Hospital Name] is strengthening its commitment to the health and well-being of the [City] community.

As a community-focused, non-profit blood center, LifeServe hosts blood drives only in communities where the donations will be used locally. This means residents of [City/County] who give blood through LifeServe are directly helping friends, family, and neighbors at [Hospital Name] and other area hospitals. Local blood donors can take pride in knowing their generosity will stay within the community to benefit patients close to home.

“[Insert a quote from a [Hospital Name] representative about the importance of the partnership and its impact on local patient care],” said [Name], [Title], [Hospital Name]. “[Additional sentence in the quote that emphasizes the hospital’s enthusiasm for the LifeServe partnership and commitment to the community].”

“We’re thrilled to be offering community members in [CITY] and the surrounding area the opportunity to make sure their donation stays local,” said Tim Paluch, Director of PR and Marketing at 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.

The need for blood is constant and unpredictable – emergencies, surgeries, and chronic treatments can arise at any time. This partnership ensures that [Hospital Name] will have a readily available supply of blood on hand for any situation, provided by donors from right here in [City]. *Blood donors do more in one hour than most will do in a lifetime by giving the gift of life!* Every blood donation can save up to three lives, making each donor a hero to local families in need.

In light of this new partnership, [Hospital Name] and LifeServe Blood Center encourage community members to step forward and help save lives. LifeServe offers multiple convenient ways to donate – from on-site mobile blood drives at businesses, schools, and churches, to the LifeServe bloodmobile (a bus-equipped mobile donor center), as well as at LifeServe’s donor center locations. Community members can even host a blood drive through LifeServe at their workplace, school, or place of worship, multiplying the impact of local giving. If you’re interested in donating blood or hosting a blood drive, visit www.lifeservebloodcenter.org to learn more or to schedule an appointment, or call 800.287.4903. By giving blood through LifeServe, donors ensure that their lifesaving gift will directly support patients here in [City].

This partnership exemplifies a shared dedication to saving lives locally. Both [Hospital Name] and LifeServe Blood Center are excited to work hand-in-hand for the benefit of the community, ensuring that every patient in [City] who needs a blood transfusion can receive one without hesitation. Together, the two organizations are committed to building a stronger, healthier community through a robust local blood supply and the generosity of local donors.

**About LifeServe Blood Center:** 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 1947. As one of the 15 largest blood centers in the country, LifeServe provides blood products to 175 hospitals primarily in Iowa, South Dakota, Nebraska, and Illinois. 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 lifeservebloodcenter.org.