

Lafayette Accepts City Blood Challenge *Residents Needed for September 15 Blood Drive*

OAKLAND, Ca, (September 4, 2014) – While cities often battle each other for limited state and national resources, this summer the battle is a charitable pursuit: the second annual American Red Cross City Blood Challenge drive. The City of Lafayette is encouraging residents to help win the challenge by donating on September 15 at the bloodmobile in front of city offices at 3675 Mt. Diablo Boulevard between 9:30 a.m. and 3:30 p.m.

“We are excited to team up with the Red Cross for the City Blood Challenge again,” said Dana Anderson with the City of Lafayette. “The competition helps build city pride and more importantly, the blood donations help save lives.”

Two Lafayette businesses are making another type of donation to make participating in the drive even sweeter. Powell’s Sweet Shoppe is donating three \$5 gift cards for drawings and Susie Cakes will provide another treat.

Residents can help by scheduling an appointment online at redcrossblood.org, using the sponsor code Lafayette, or calling 1-800-RED CROSS (1-800-733-2767). Call Mr. Anderson at 284-1968 during business hours for more information. At the blood drive, write Lafayette to show you are donating on behalf of the challenge.

Last year, 20 cities competed to win in several categories, from most blood donors at a city-sponsored blood drive to greatest city employee participation. Lafayette won for the largest number of presenting donors at two city sponsored blood drives during the challenge.

How to donate blood

Simply call 1-800-RED CROSS (1-800-733-2767) or visit redcrossblood.org to make an appointment or for more information. All blood types are needed to ensure a reliable supply for patients. A blood donor card or driver’s license or two other forms of identification are required at check-in. Individuals who are 17 years of age (16 with parental consent in some states), weigh at least 110 pounds and are in generally good health may be eligible to donate blood. High school students and other donors 18 years of age and younger also have to meet certain height and weight requirements.

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation’s blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American

public to perform its mission. For more information, please visit [redcross.org](https://www.redcross.org) or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

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