



## **FOR IMMEDIATE RELEASE**

Contact:

Tim Paluch

Marketing/PR Director

P: 515.309.4819

[tim.paluch@lifeservebloodcenter.org](mailto:tim.paluch@lifeservebloodcenter.org)

## **BLOOD SUPPLY AT CRITICALLY LOW LEVELS HEADED INTO LABOR DAY WEEKEND**

Johnston, Iowa (Wednesday, August 27, 2025)- Heading into a busy end-of-summer holiday weekend, the blood supply across LifeServe Blood Center's service area has dropped to critically low levels – in some cases just a few days' worth.

Summer is often referred to as "trauma season," and while it is ending with Monday's Labor Day holiday, the need for blood donations is especially high right now for all blood types. LifeServe Blood Center is asking donors to come out as soon as possible to replenish supply and give the gift of life.

"If you've put off donating blood because it's been such a busy summer, or been thinking about donating but haven't gone through with it yet, now is really the time to do it," said Tim Paluch, LifeServe Blood Center PR/Marketing Director. "Your communities and hospitals need you. Every two seconds, someone in America needs blood, and just one donation, 30 or 40 minutes of your time, can impact or save up to three lives."

Patients in hospitals in Iowa, South Dakota, Nebraska, and Illinois are relying on loyal donors to keep a strong and stable blood supply. Without that, patients in serious situations like major accidents and traumas may be at risk. This is especially concerning with increased demand over a busy travel weekend.

To schedule an appointment at one of LifeServe Blood Center's 15 donor centers or at mobile blood drive near you, call **800.287.4903** or visit **[lifeserve.info/schedule](https://lifeserve.info/schedule)**.

As an extra incentive, LifeServe is offering several different promotions right now, several of which are football themed and involve giveaways, depending on when and where you schedule your donation. The Ultimate Tailgate Giveaway, the We Give Blood drive campaign with Abbott and The Big Ten Conference, and the Iowa-ISU Big Game Blood Drive are all incentivized drives around the holiday weekend. Plus, donors who give August 29-September 3 will also receive double points for their donation for use on products from LifeServe's online store. For more information, visit **[lifeserve.info/pickyourpromo](https://lifeserve.info/pickyourpromo)**.

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, Nebraska, South

Dakota, 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](https://lifeservebloodcenter.org).

###