

**Media Contact: Laura McGuire**  
Telephone: 608-381-4502  
[laura.mcguire@redcross.org](mailto:laura.mcguire@redcross.org)



**American Red Cross**  
Wisconsin Region

**FOR IMMEDIATE RELEASE**

## **Celebrate your Badger Pride at the Red Cross UW-Madison Homecoming Blood Drive on October 22-24**

**MADISON**, Wis. (Oct. 16, 2024) – Join the American Red Cross at the University of Wisconsin-Madison Homecoming Blood Drive on Oct. 22-24 from 11 a.m. to 5 p.m. at the Nicholas Recreation Center, 797 W. Dayton St. Show your Badger pride by rolling up a sleeve and donating blood.

The American Red Cross is amplifying the need for donors of all blood types to give in October to help keep the blood supply stable this fall. It's critical blood products remain available on hospital shelves right now, especially ahead of the busy holiday season.

In thanks, all who come to give blood, platelets or plasma Sept. 1-15 will receive a \$10 Amazon.com Gift Card by email. PLUS, donors will automatically be entered for a chance to win a \$5,000 gift card, there will be three lucky winners! Visit [RedCrossBlood.org/Treat](https://RedCrossBlood.org/Treat) for details.



Whether you're a frequent donor or new to giving blood, we encourage you to schedule an appointment. Walk-ins are also welcomed. Donating blood through the Red Cross is a simple and impactful way to help others, requiring only about an hour of your time. Show your Badger pride, lend an arm to those in need, and enjoy the rewarding feeling of making a difference.

"Thank you to all our blood donors," said Kyle Kriegl, Executive Director of the Southwest Wisconsin Chapter of the American Red Cross. "Your willingness to give not only saves lives but also spreads hope and compassion. Your selfless act

is a true gift to those in need."

A heartfelt thank you to the UW-Madison Homecoming Committee and the Wisconsin Union for sponsoring this blood drive and supporting our mission to save lives. Over the course of three days, we expect to collect around 363 vital donations, thanks to the incredible support of Badger fans.

### **How to donate blood**

Simply download the American Red Cross Blood Donor App, visit [RedCrossBlood.org](https://RedCrossBlood.org) enter sponsor code: WISCOhoco, call 1-800-RED CROSS (1-800-733-2767) or enable the Blood Donor Skill on any Alexa Echo device 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 in most states (16 with parental consent where allowed by state law), 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.

Blood and platelet donors can save time at their next donation by using RapidPass® to complete their pre-donation reading and health history questionnaire online, on the day of their donation, before arriving at the blood drive. To get started, follow the instructions at [RedCrossBlood.org/RapidPass](https://RedCrossBlood.org/RapidPass) or use the Blood Donor App.

***About the American Red Cross:***

*The American Red Cross shelters, feeds and provides comfort to victims of disasters; supplies about 40% of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission. For more information, please visit [redcross.org](https://redcross.org) or [CruzRojaAmericana.org](https://CruzRojaAmericana.org), or follow us on social media.*

###