

#GIVINGTUESDAY™

PRESS RELEASE

November 3, 2016



United Way of Blair County

United Way of Blair County Joins the Global #GivingTuesday Movement

Partners with the American Red Cross to Host Blood Drive

United Way of Blair County has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities, and organizations to encourage philanthropy and to celebrate generosity worldwide. On Tuesday, November 29 from 12:30 to 6 p.m., the United Way of Blair County in partnership with the American Red Cross will host a blood drive at The Arc of Blair County (431 Jackson Ave. Altoona, PA 16602).

Each year, #GivingTuesday is held on the Tuesday after Thanksgiving, Black Friday, and Cyber Monday in an effort to kick off the holiday giving season and to inspire people to give back in impactful ways to the charities and causes they support. In 2015, the fourth year of the movement, #GivingTuesday brought together over 45,000 partners in 71 countries and helped raise nearly \$117 million online in the U.S. alone.

Every two seconds, someone in the U.S. needs blood in order to respond to patient emergencies, including accident and burn victims, heart surgery and organ transplant patients, and those receiving treatment for leukemia, cancer, or sickle cell disease. All blood types are needed.

To make an appointment or for more information, download the American Red Cross Blood Donor app, visit redcrossblood.org, or call **1-800-RED CROSS (1-800-733-2767)**.

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), 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.

Additionally, United Way of Blair County is searching for volunteers to help with registration and to assist donors. Volunteers can visit www.unitedwayofblaircounty.org/volunteer and then click "Volunteer Now" to sign up.

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“United Way of Blair County is proud to partner with the American Red Cross to host our first #GivingTuesday Blood Drive. We hope to make this an annual event,” said Melanie Shildt, Executive Director of United Way of Blair County. “As an organization that strives to improve lives by uniting people to care for one another, we thought there was no better way to kick off the season of giving than to encourage people to give the gift of life. We hope the community will Live United with us and the American Red Cross this #GivingTuesday by donating blood.”

For more information, please contact Shalen Pehinec, Community Outreach Coordinator, at 814-944-0884 ext. 302 or via email at outreach@unitedwayofblaircounty.org.

About United Way of Blair County

United Way of Blair County fights to improve the health, education, and financial stability for Blair County residents. More information about their mission and upcoming events can be found at www.unitedwayofblaircounty.org.

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 or cruzrojaamericana.org, or visit us on Twitter at @RedCross.

About #GivingTuesday

#GivingTuesday is a movement to celebrate and provide incentives to give. This effort harnesses the collective power of a unique blend of partners—nonprofits, businesses, and corporations as well as families and individuals—to transform how people think about, talk about, and participate in the giving season. #GivingTuesday inspires people to take collaborative action to improve their local communities, to give back in better, smarter ways to the charities and causes they celebrate, and to help create a better world.

Website: www.givingtuesday.org

Facebook: www.facebook.com/GivingTuesday

Twitter: twitter.com/GivingTues

Contact:	Melanie Shildt Development Director United Way of Blair County 5414 6 th Avenue Altoona, PA 16602	mshildt@unitedwayofblaircounty.org (814) 944-0884 Ext. 306 (814) 946-5113 Fax
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