



**FOR IMMEDIATE RELEASE**

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**LIFESERVE BLOOD CENTER CELEBRATES INTERNATIONAL WOMEN’S DAY**

Johnston, Iowa (Tuesday, January 28, 2025)-As a way to honor and celebrate International Women’s Day (IWD), LifeServe Blood Center is inviting donors to give the gift of life at any of our Donor Centers or mobile blood drives on Saturday, March 8. For doing so, donors will receive double points that can be used to redeem merchandise on LifeServe’s online donor store.

IWD has been around for more than 100 years and is a way to advance and celebrate women’s equality worldwide. In the United States and at LifeServe both, 54% of all volunteer blood donations come from women. This is a testament to the generosity and strength of women who selflessly contribute to the health and wellbeing of others.

To honor the women in your life, invite one to join you in magnifying the mission of saving lives and schedule an appointment to donate blood on Saturday, March 8. Call 800.287.4903 or visit [lifeservebloodcenter.org](http://lifeservebloodcenter.org) to get a time booked. Your one donation can impact up to three lives.

LifeServe Blood Center is a non-profit, community-based blood center that has served the needs of local hospitals and patients in our region 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](http://lifeservebloodcenter.org).

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