



FOR IMMEDIATE RELEASE

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LIFESERVE BLOOD CENTER HOSTS WINTER BLOOD DRIVE WITH ALPHA MEDIA MASON CITY

Johnston, Iowa (Friday, January 3, 2025)- The new year is sweeter when you save lives with LifeServe Blood Center and Alpha Media Mason City. Donate blood in January and redeem our exclusive Sugar & Spice & Lifesaving Nice ugly sweater, long sleeve t-shirt, featuring this year's collectible gingerbread design.

Your donation ensures a stable blood supply for local hospitals while helping patients in need during National Blood Donor Month.

To schedule an appointment for Friday, January 31, 2025 from 11:30 a.m.-5 p.m. at the Principal Pavilion at Southbridge Mall (100 South Federal Avenue) or from 6:30 a.m.-1:30 pm at the Mason City Donor Center (4700 Fourth St. SW, Suite E), call 800.287.4903 or visit lifeserve.info/schedule. 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 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.

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