

## Holiday Blood Donors Needed

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Tuesday, 22 December 2015 10:38 - Last Updated Wednesday, 23 December 2015 14:27

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The week between Christmas and New Year's Day has traditionally been the most difficult time of the year to meet patient blood needs. Since the beginning of the month, patient blood usage has surged by six percent, while at the same time, donations have dropped an alarming six percent.

To help solve the problem, 3TV has launched a campaign with nearly 20 Valley radio stations and the Streets of New York to inspire 500 donors to give blood each day Dec. 22 to Jan. 3. The excitement escalates at the grand finale event on Sun., Jan. 3, at the Saving Arizona event, Arizona's largest blood drive at the Tempe Center for the Arts. To make a donation appointment, call 1.877.UBS.HERO (1.877.827.4376) toll free or visit [www.BloodHero.com](http://www.BloodHero.com) (enter desired appointment date and city).

**Locations:** **Chandler Donor Center:** 1989 W. Elliot Rd., #33 (Elliot & Dobson) **Glendale Donor Center:** 18583 N. 59th Ave., #113 (59th Ave. & Union Hills) **Goodyear Donor Center:** 14270 W. Indian School Rd., #C-8 (Indian School & Litchfield) **Mesa Donor Center:** 1337 S. Gilbert Rd., #101 (Gilbert & Hampton) **Phoenix Donor Center:** 5757 N. Black Canyon Hwy. (Bethany Home Rd. & I-17) **Scottsdale Donor Center:** 15170 N. Hayden Rd., #6 (Hayden & 83rd Pl.)

All blood donors earn a voucher for a 14" cheese pizza, courtesy of the Streets of New York. There will be a raffle for a Schmitt Jewelers \$1,000 gift certificate for Dec. 22 to Jan. 3 blood donors.