

OKLAHOMA BLOOD INSTITUTE

NEWS RELEASE

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Oklahoma Beef Council & OBI Ask Donors To “Beef Up The Blood Supply” For Memorial Day Weekend!

Oklahoma Beef Council, Oklahoma Blood Institute (OBI) and supporting sponsors Bar-S Foods Company and Sara Lee are once again cooking up donor incentives and fun as they prepare to “Beef-up The Blood Supply” across Oklahoma for Memorial Day weekend. OBI will hold its Annual Beef Council Cookout Friday, May 23, at all statewide donor centers from 10:00 a.m. to close.

This year OBI blood donors at Oklahoma City-area blood centers will enjoy hot, juicy all-beef hotdogs served with chips and a soft drink. Every donor will receive a FREE “Beef-up The Blood Supply” T-Shirt while supplies last, FREE health check readings, and Members For Life points for use in the OBI online store. Each day, from May 19 through May 23, a lucky donor will be chosen as the winner of one of five pairs of season-passes-for-two to Frontier City/White Water Bay, and on May 23, donors can enter to win a bountiful Beef Council Gift Basket prize.

Additionally, all OBI T-shirt fans are encouraged to stop by and “Beef-up” their OBI T-shirt collection. A wide variety of OBI vintage T-shirts will be on sale at select Oklahoma City-area OBI blood center locations for just \$3 each regardless of size or design.

The Memorial Day weekend annually signals the potential for difficult days ahead for the state’s blood supply. As donations decrease in the summer months, the need for blood increases. In addition to regularly scheduled surgeries and treatments that require blood, OBI often sees an increase in blood usage due to traumas, like motorcycle, boating and car crashes.

“We are appreciative of the Oklahoma Beef Council for their annual partnership with OBI in this popular promotion and for the generosity of the supporting sponsors,” says John Armitage, M.D., President and CEO of OBI. “Their contributions to this event are an effective and fun way to remind blood donors of the need to continue to donate as summer begins so that community blood supplies remain sufficient for daily patient needs and emergencies.”

Donors can reserve their place at the table now by visiting www.obi.org or calling 1-877-OBI-GIVE to schedule a May 23 whole blood or apheresis donation appointment!

Oklahoma Blood Institute is the tenth largest regional, non-profit blood center in the U.S. and provides transfusion blood products and clinical services to 125 medical facilities in Oklahoma and north central Texas.

