

<Distribute on your letterhead>

FOR IMMEDIATE RELEASE

<Date>

<Your Name, Your Title>

<Phone Number | Email Address>

<Website URL>

<Your Organization> AIMS TO INCREASE LIFE-SAVING BLOOD DONATIONS IN
<City, State, or County> WITH NEW BLOODMOBILE

<City, State> -- <Your Organization> has recently purchased a bloodmobile to service <area>. The mobile blood donation vehicle, manufactured by La Boit Specialty Vehicles in Columbus, OH, will travel to areas throughout <city, state, or county> to gather blood donations at workplaces, community events, and schools. The van will also appear at a variety of public events, providing education to the general public on the importance of giving blood.

According to the American Red Cross, many Americans do not give blood simply because no one has ever asked them before.

"Our hope is that this bloodmobile will be able to reach new donors in <city, state, or county>, where individuals might not have had the chance to give blood before" says <staff name>.

Inside the truck, is <list equipment included in the van, # chairs, recovery station, etc.>

"The van is a fully-functioning blood donation center on wheels," <says staff>. "It allows us to collect dozens of pints in a single day from individuals that would otherwise not be able to travel to physical donation center."

The next stop for the <your organizations> bloodmobile will be <insert location, time, and date for next stop>.

For more information on the <your organization> bloodmobile, or to host a blood drive in your area, visit <website> or call <phone number>.

ABOUT <YOUR ORGANIZATION>

<Insert mission statement or a brief history>

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