

## Climb Onboard the Most Powerful Vehicle at the 2017 Chicago Auto Show!

Aurora, Ill. (January 24, 2017) – While Chicagoans attend the Nation’s largest auto show, they can "roll up their sleeves" to save a life onboard Heartland Blood Centers’ blood mobile, the most powerful vehicle at the show.

Heartland Blood Centers, the leading provider of donated blood for Chicago-area hospitals will be hosting the 2017 Chicago Auto Show’s Dennis Buckley Memorial Blood Drive. Blood donations will be collected on the custom, 40-foot long vehicle on display in the south building of McCormick Place as part of the show!

Amy Smith, Director of Donor Recruitment at Heartland Blood Centers says, “We are very excited to be back at the Chicago Auto Show this year. Partnering with the Chicago Automobile Trade Association over the last 2 years, Heartland Blood Centers has collected over 2,100 units of blood saving over 6,300 lives.” Smith continues, “To ensure transfusion needs are met at all 74 Chicago land hospitals, Heartland will need to average collecting 150 pints daily at the show.”

The Chicago Automobile Trade Association has sponsored the Auto Show blood drive program for 18 years. The blood drive was named the Dennis Buckley Memorial Blood Drive in honor of the former CATA Marketing Director who originally took on the project in 1999. Their generous donation has offered thousands of community minded individuals the opportunity to participate in the volunteer blood program.

Make your appointment to donate TODAY! As a thank you, all donors will receive a limited edition, Chicago Auto Show Blood Donor t-shirt.

Call 1-800-786-4483, txt APPT to 444-999 or visit us online at [heartlandbc.org](http://heartlandbc.org)

WHERE: McCormick Place, South Exhibit Hall, booth #SH320

WHEN: February 11<sup>th</sup> through February 20<sup>th</sup>, 2017

WHO: To be a blood donor, individuals must be at least 17 years old, or 16 with written parental permission; weigh at least 110 pounds; be symptom free of cold, flu and allergies; and be in general good health. Donors who have traveled outside the United States within the past 12 months should contact Heartland at 1-800-7TO-GIVE to determine eligibility.

About Heartland Blood Centers: Heartland Blood Centers opened in 1943 and has grown to be the #1 provider of blood in the Chicago land and Northwest Indiana area, supplying the transfusion needs of 100% of the patients in the 74 hospitals.

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