



BLOOD SERVICES

LIFELINE Contact:

Melinda Reid

Marketing Manager

731.427.4431 ext. 106

731.394.1919

Melinda.Reid@lifelinebloodserv.org

November 20, 2023 | FOR IMMEDIATE USE

LIFELINE Blood Services Announces \$25 E-Gift Card Promotion

JACKSON, TN (November 20, 2023): -- Give the gift of life and receive a \$25 e-gift card! LIFELINE Blood Services announces this special incentive, which is valid Monday, November 20 through Saturday, November 25. This offer is for the donors who contribute at their Jackson or Dyersburg Center.

“In an effort to maintain an adequate blood supply, we want to encourage donors to have an attitude of gratitude and make time to donate during this busy week. It’s typically a low collections week at our Jackson and Dyersburg Centers and we hope the \$25 e-gift card motivates our new and existing donors to come in and give of life!” said Melinda Reid, Marketing Manager with LIFELINE Blood Services.

LIFELINE Blood Services, located at 183 Sterling Farms Drive, is open Monday through Saturday from 9 a.m. – 6 p.m. Walk-ins are welcome. The Dyersburg Center is located at 1130 HWY 51 Bypass, Suite 19 & 20, and is open Saturday and Wednesday 8 a.m. – 4 p.m., Sunday through Tuesday 10 a.m. – 6 p.m. No appointment is necessary to donate whole blood.

LIFELINE provides blood services to 21 West Tennessee counties, including 18 hospitals and 14 emergency helicopter service locations and 1 ground ambulance service. Annually, the Center collects approximately 26,000 blood products (red cell units, platelets, plasma, etc.) to meet the needs of patients. Of that total, 75% of those products are usually collected on the bloodmobiles across West Tennessee. LIFELINE also provides reference lab and cross-matching services to healthcare facilities. For more information, visit lifelinebloodserv.org.

#