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## **Red Cross of Southern Nevada urges summer blood donation to offset seasonal slump and disasters**

*One lucky donor will win a 2025 Ram 1500 Big Horn® truck; all donors to get movie tickets*

**LAS VEGAS** (June 29, 2024) — As recent weather-related disasters caused disruptions to blood drives in central states, exacerbating the traditional summer slump, the American Red Cross is incentivizing volunteer blood donors with a special summer offer: a chance to win a 2025 Ram 1500 Big Horn® truck.

“We continuously seek unique ways to express our gratitude to Red Cross blood donors,” said Rachel Flanigan, Executive Director of the American Red Cross Southern Nevada Chapter. “Our donors selflessly contribute blood to aid those in need without expecting anything in return. I am excited that one of these heroes will win a brand-new 2025 Ram truck.”

### **Rewarding every blood donor**

Throughout July, those who come to donating blood will automatically be entered into the drawing to win a 2025 Ram 1500 Big Horn®. Even if you aren't the lucky winner of the truck, you can still enjoy a movie on us.

The Red Cross has teamed up with Universal Pictures for the theatrical release of TWISTERS to help avoid a summer blood shortage. All who come to give blood July 1-31 will get a Fandango Movie Ticket\* by email. Plus, those who come to give July 1-14 will also receive a one-of-a-kind TWISTERS and Red Cross umbrella, while supplies last. Visit [RedCrossBlood.org/Twisters](https://RedCrossBlood.org/Twisters) for complete details.

### **Shortfall of 20,000 blood donations**

Red Cross volunteers have responded to 20 tornado related disasters across 13 states this year. These disasters have caused blood drives to be canceled leading to over 20,000 fewer blood donations collected due to the severe weather. Meteorologists predict ongoing powerful storms, potentially leading to more uncollected blood donations.

“Blood for transfusion can only come from generous donations. It's the kindness of donors that keeps this vital resource available when it's needed,” Flanigan said. “I encourage all Southern Nevadans to donate blood this summer, ensuring lifesaving supplies are on hand when they are most crucial.”

### **Critical blood supply role**

The Red Cross plays a pivotal role in maintaining the country's blood supply, contributing around 40% of all collected blood. To meet the needs of patients at over 2,500 hospitals and transfusion centers nationwide, the Red Cross must collect 12,500 blood and 3,000 platelet donations daily. In Southern Nevada, nearly 20 hospitals rely on the Red Cross for their blood supply. **Donors can schedule an appointment using the [Red Cross Blood Donor App](#), by visiting [redcrossblood.org](https://redcrossblood.org) or calling 1-800-RED CROSS (1-800-733-2767).**

### **About the American Red Cross**

*The American Red Cross shelters, feeds and provides comfort to victims of disasters; supplies about 40% of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members, and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission. For more information, please visit [redcross.org](https://redcross.org) or [CruzRojaAmericana.org](https://CruzRojaAmericana.org), or follow us on social media.*

\* Fandango Promotional Code (“Code”) is good towards the purchase of one movie ticket (up to \$15 total ticket price and associated fees and charges) to see Twisters or any other movie at Fandango partner theaters in the US. Code expires 12/31/24. FANDANGO and the Fandango Logo are registered trademarks of Fandango Media, LLC. © 2024 Universal Studios, Warner Bros., Domain Pictures & Amblin Entertainment