



Media contact: **Keith Paul**
Regional Communications Director
keith.paul@redcross.org | 702-400-7680

Red Cross of Southern Nevada urges summer blood donations as severe injuries increase during ‘Trauma Season’

All blood types are needed, urgent demand for type O blood donors throughout the summer.

LAS VEGAS (May 9, 2025) — The American Red Cross of Southern Nevada urges donors to give blood now to reinforce the blood supply as the traditional summer donation lull coincides with “trauma season,” a period marked by a rise in traumatic injuries. Type O blood donors are especially needed to help hospitals maintain a consistent and dependable supply of the most commonly transfused blood type throughout the summer.

“In times of crisis, blood donations save lives. We need donors now more than ever to ensure that hospitals have the supplies they need,” said Rachael Flanigan, Executive Director of the American Red Cross Southern Nevada Chapter. “Giving blood now and during the summer can make a real difference for patients in life-threatening situations.”

The Red Cross is responsible for collecting 40% of the nation’s blood supply, meeting the needs of more than 2,500 hospitals and transfusion centers. To achieve this, the Red Cross must collect around 12,500 blood donations and 3,000 platelet donations every day. In Southern Nevada, nearly 20 hospitals rely on the Red Cross for their blood supply. **Donors can conveniently schedule an appointment using the [Red Cross Blood Donor App](#), by visiting redcross.org/GiveBlood or calling 1-800-RED CROSS (1-800-733-2767).**

Need for Type O Blood

While all blood types are critical, the demand for type O blood is particularly urgent. Type O positive is the most commonly transfused blood type, and type O negative is the universal blood type used in emergencies when there’s no time to determine a patient’s blood type.

The Impact of Trauma Season

Between Memorial Day and Labor Day, “trauma season” sees a rise in severe injuries from car accidents, ATV crashes, sports-related injuries, and other summer activities. These incidents drive higher-than-usual needs for blood transfusions. Roughly 25% of trauma patients require transfusions, with 3% to 5% needing massive transfusions of 10 or more units of blood.

A single significant accident can swiftly deplete a hospital’s blood reserves. Flanigan stressed the importance of immediate blood donations, stating, “It’s important that donors of all types donate blood now. The need for O negative blood, the universal blood type, is particularly critical to ensure trauma centers have the needed blood on hand for emergency situations.”

Rewarding Every Blood Donor

Those who come to donate blood between May 1-18, 2025, will receive a \$20 e-gift card to a merchant of choice. Those who come to give later in the month, from May 19-31, 2025, will receive an exclusive American Red Cross solar lantern, while supplies last. Additionally, everyone who donates in May will be automatically entered for a chance to win a U.S. trip of their choice for two. Full details are available at RedCrossBlood.org/May.

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 or CruzRojaAmericana.org, or follow us on social media.