

Red Cross: Day of Donations Blood Drive set to take place on Dec. 26

Posted on Thursday, Dec 14, 2023

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MILWAUKEE, Wis. (Dec. 14, 2023) – This holiday season, give the most meaningful gift of all – the gift of life, through a blood or platelet donation. Join the American Red Cross at the 12th Annual Day of Donations Blood Drive on Tuesday, December 26th from 8:30 a.m. to 2:30 p.m., at the Renaissance Milwaukee West Hotel, located at 2300 Mayfair Road.

Donors of all blood types are urged to give, especially type O blood donors and those giving platelets. Appointments are encouraged, but walk-ins are welcome. All presenting donors will receive a Red Cross long-sleeved T-shirt, while supplies last. In addition, they'll also receive a coupon for a free Bundtlet from Nothing Bundt Cakes and a coupon for a free appetizer from Texas Roadhouse New Berlin.

Lindsey McIntyre of Delavan, Wisconsin, recently gave blood at a Red Cross blood drive sponsored by the Association of Women in Agriculture at UW Madison, and she was randomly selected to win a \$5,000 gift card. Lindsey shared why it's important for her to give back by giving blood. "I started donating blood 3 years ago," said Lindsey. "Before I was born, my mom had leukemia and without blood transfusions, she wouldn't have survived, and I wouldn't be here today. Because of that, I like to donate blood to help other people like my mom."

Blood donations are needed all year. Unfortunately, demand for blood during the holidays coincides with a lower availability of donors due to vacations and holiday activities, seasonal illnesses, school breaks and severe weather. This makes it hard to keep the shelves at local hospitals stocked for patients in need.

"The holidays are a busy time for everyone and it makes it more challenging for regular donors to give," said Jill Orton, Interim Regional CEO for the Red Cross of

Wisconsin. “So the number of available donors declines, but just because we’re seeing fewer donors, does not mean there’s any less of a need for blood. The need for blood is constant. That’s why we’re especially grateful to everyone who comes out today to give at this drive, when the demand for blood donations becomes increasingly critical.”

More than 200 community members typically roll up their sleeve to give blood at the Annual Day of Donations Blood Drive. The Day of Donations blood drive began in 2011 and it’s the largest holiday blood drive in the Milwaukee area.

Special thanks go out to our media partners MKE Radio and also to our sponsors Glass Shower Door Company, Zach Builders and Prairie Farms Dairy for their support in our lifesaving mission.

How to donate blood

Simply download the American Red Cross Blood Donor App, visit [RedCrossBlood.org](https://www.RedCrossBlood.org), call 1-800-RED CROSS (1-800-733-2767) or enable the Blood Donor Skill on any Alexa Echo device to make an appointment or for more information. All blood types are needed to ensure a reliable supply for patients. A blood donor card or driver’s license or two other forms of identification are required at check-in. Individuals who are 17 years of age in most states (16 with parental consent where allowed by state law), weigh at least 110 pounds and are in generally good health may be eligible to donate blood. High school students and other donors 18 years of age and younger also have to meet certain height and weight requirements.

Blood and platelet donors can save time at their next donation by using RapidPass® to complete their pre-donation reading and health history questionnaire online, on the day of their donation, before arriving at the blood drive. To get started, follow the instructions at [RedCrossBlood.org/RapidPass](https://www.RedCrossBlood.org/RapidPass) or use the Blood Donor App.

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://www.redcross.org) or [CruzRojaAmericana.org](https://www.CruzRojaAmericana.org), or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).