



City of Desert Hot Springs

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FOR IMMEDIATE RELEASE

It's on! Help Desert Hot Springs win this summer's Coachella Valley Blood Drive Challenge

Desert Hot Springs, California (June 26, 2013) - Desert Hot Springs residents: Make your City #1 in compassion! Support YOUR community in the Coachella Valley Blood Drive Challenge by donating blood with Desert Blood Services **Thursday, July 18th from 12:30 to 6:30 p.m. at the Community Health and Wellness Center, located at 11750 Cholla Drive.**

The Coachella Valley Blood Drive Challenge features nine Valley communities going head-to-head to collect the most blood donations to assist local hospitals and the patients they serve.

"Blood donation is vital to the lives of so many across our Valley," said Mayor Yvonne Parks. *"I encourage Desert Hot Springs residents to do their part by donating now and making blood donation a priority going forward."*

The community that collects the most donations will be recognized with a plaque on Desert Blood Services' "Tree of Life" at the donation center and headquarters in La Quinta.

But the real winners are local hospital patients in need. The challenge was created by the Coachella Valley Economic Partnership to help bring greater awareness to the need for local blood donation. Blood collection has decreased in the region by 33 percent since 2005 and summer is the most challenging time of year for hospitals to maintain ample blood supplies.

Desert Blood Services is a collaboration between Community Blood Bank and LifeStream that is the exclusive provider of blood products and services for Desert Regional Medical Center, Eisenhower Medical Center, JFK Memorial Hospital, Hi-Desert Medical Center, Palo Verde Hospital, and Bush Naval Hospital.

All donations received during the challenge stay here to help local hospitals and the patients they serve.

Knott's Soak City Palm Springs supports the challenge by offering all donors at the Desert Hot Springs community drive a free-ticket voucher (\$34.99 value) valid any single day the remainder of the 2013 season.

Walk-ins are welcome. To set an appointment, call 1 (800) 879-4484 or go to www.desertbloodservices.org.

Donors must be at least 15 years of age (15 & 16 year olds require a signed parental consent form; available at the drive and at www.desertbloodservices.org, be in general good health and weigh at least 110 pounds. Donors should maintain their regular eating habits and increase fluid intake (water is best) in the 24 hours prior to donating.

Any questions regarding this press release should be directed to Don Escalante, LifeStream Public Relations Specialist, at (909) 885-6503 Ext. 312.