



# News Release

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## ***Extreme Makeover: Home Edition* Selects Red Cross to Join the Hit TV Show and Encourage Blood Donations**

**FREEPORT, Ill.** (September 12, 2009) – The lives of one Stephenson County family changed forever when they were selected to have their house radically changed by the *Extreme Makeover: Home Edition* team. In addition to building a home, the *Extreme Makeover: Home Edition* team is extending their goodwill to the entire community by encouraging people to donate blood and join the Be the Match Registry<sup>SM</sup> in honor of the winning family.

**The following is a list of blood drives near the *Extreme Makeover: Home Edition* building site:**

- **Saturday, September 12**, from 10 a.m. to 4 p.m. on the Red Cross blood donation bus near the build site
- **Sunday, September 13**, from noon to 5 p.m. on the Red Cross blood donation bus near the build site

All presenting donors at the three blood drives listed above will have the opportunity to join (at no cost) the Be the Match Registry, which is operated by the National Marrow Donor Program<sup>®</sup> (NMDP). Thousands of patients with leukemia and other life-threatening diseases need an unrelated marrow or cord blood transplant, and depend on the Be The Match Registry to find a match. Donors with diverse racial or ethnic backgrounds are especially needed.

“We feel honored to be given the opportunity to be a part of something so amazing. Our hope is that people in the community will come out to support the local family and the Red Cross by donating blood,” said Diana Roemer, executive director of the Northwest Illinois Chapter.

In Freeport, men and women in uniform help save lives every day, but during the *Extreme Makeover: Home Edition* build, they are joining forces to save lives in one more way. The Freeport Police and Fire Departments will battle it out to recruit the most blood donors during an American Red Cross Battle of the Badges competition.

During this friendly competition, these first responders will recruit blood donors from their ranks, families and neighborhoods as well as enlist the community to “bare arms” on behalf of their department. At the end of the competition, the department that had the most donors present on its behalf wins bragging rights in the community.

You don’t have to have a badge to be a hero. A single blood donation can help save lives. The American Red Cross invites all fans of *Extreme Makeover: Home Edition* to join the heroes of the Freeport Fire and Police Departments and make a difference in the lives of others. If you

The need is constant. The gratification is instant. Give blood.™

have never donated before, schedule your first blood donation appointment during the *Extreme Makeover: Home Edition* build and the Battle of the Badges competition.

### **How to Donate Blood**

Simply call 1-800-GIVE-LIFE (1-800-448-3543) or visit [givebloodgivelife.org](http://givebloodgivelife.org) 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 (16 with parental permission in some states), weigh at least 110 pounds and are in generally good health may be eligible to donate blood. High school students and other donors younger than 19 years also have to meet certain height and weight requirements.

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

Governed by volunteers and supported by giving individuals and communities, the American Red Cross is the single largest supplier of blood products to hospitals throughout the United States. While local hospital needs are always met first, the Red Cross also helps ensure no patient goes without blood no matter where or when they need it. In addition to providing nearly half of the nation's blood supply, the Red Cross provides relief to victims of disaster, trains millions in lifesaving skills, serves as a communication link between U.S. military members and their families, and assists victims of international disasters or conflicts.

### **About Northwest Illinois Chapter of the American Red Cross**

Since 1916, the American Red Cross of Northwest Illinois, one of more than 720 Chapters across the country, has tirelessly served its communities, relying on everyday heroes who donate time, blood or money, heroes who help coordinate blood drives, heroes on call 24/7 to respond to a disaster, and heroes who teach CPR and First Aid classes to help people learn how to save lives.

In the past fiscal year, the Northwest Illinois Chapter responded to 47 local emergencies, assisting more than 100 families. We sent 11 volunteers to Hurricane Ike. And through a coordinated effort with our Blood Services Regions – Badger-Hawkeye and Heart of America – we drew nearly 1,300 units of blood in the last year. Our trained instructors have certified 4,679 people in Red Cross life-saving techniques. American Red Cross volunteers are the core of the charity, donating their time and energy to selflessly serve those in need; demonstrating the compassion and generosity for which Americans are known. This year we do all that despite the incredibly difficult economic environment engulfing our great nation.

The volunteers, staff and Board of Directors for the Northwest Illinois Chapter provide services to people in Stephenson, Jo Daviess and Carroll counties and has as one of the nation's best known humanitarian organizations, the American Red Cross has been at the forefront of helping Americans prevent, prepare for and respond to large and small disasters.

### **About ABC-TV's *Extreme Makeover: Home Edition***

The Emmy award-winning reality program "Extreme Makeover: Home Edition," is entering its seventh season. It is produced by Endemol USA, a division of Endemol Holding. It is executive-produced by Anthony Dominici. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00 to 9:00 p.m. EST on ABC.

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