

Dear Blood Drive Recruiter:

Each summer the American Red Cross faces a unique challenge. Traditionally, as travel on our highways increases, so does the need for blood. At the same time blood donations decrease as regular donors schedule vacations, winter visitors return to their homes for summer, and college and high school students enjoy a break from their studies. However, the need for blood does not take a vacation and we need your help to meet the needs of patients in our community.

This summer, to increase participation at your scheduled blood drive, we would like to offer your presenting donors the opportunity to win a grand prize vacation package provided by **Southwest Airlines**. In addition, we will have monthly drawings for some fabulous gifts to local merchants i.e. restaurants, movie passes, car washes, just to name a few. Tickets for these drawings will be available at the registration table during your blood drive. This summer program will run from June 8, 2004 through September 8, 2004 with our monthly drawings held on July 8th, August 8th and September 8th. Grand prize drawing will also be held on the 8th of September. Winners will be notified by phone to arrange for delivery or pick up of their prize.

We acknowledge and appreciate your commitment to the American Red Cross Blood Services and your donation to our community. But we ask you to please help us avert an already critically low blood supply making sure you sign up today. Without blood on the shelves, we will be unable to meet the needs of accident victims, premature babies, cancer patients and patients awaiting life saving surgeries.

Thank you. *Together, we can save a life.*