

# NEWS RELEASE



**For immediate release**

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## **Red Cross blood drive at Touchmark**

HELENA, Mont. – The American Red Cross is experiencing a critical need for blood due to the recent flooding in West Virginia, the tragic events in Florida and the increased demand placed upon blood banks due to the summer travel season.

How can you help? Join residents, families and team members of Touchmark on Saddle Drive and sign up for a time to donate blood. The blood drive will be held Tuesday, July 5 from 12:30 pm. - 4:30 p.m. To register, call 406-449-4900 or visit the Red Cross website at [www.redcross.org/give-blood](http://www.redcross.org/give-blood).

Touchmark is located at 915 Saddle Drive.

According to the Red Cross, the organization is still trying to recover from having to cancel more than 340 blood drives in 20 states due to bad winter weather this past January. The demand for blood doesn't stop simply because the weather doesn't cooperate. The Red Cross still needs to collect approximately 14,000 blood and platelet donations each day for patients at about 2,600 hospitals and transfusion centers nationwide. Blood and platelets are needed to respond to patient emergencies, including accident and burn victims, heart surgery and organ transplant patients and those receiving treatment for leukemia, cancer or sickle cell disease.

### **About Touchmark**

A full-service retirement community, Touchmark on Saddle Drive offers people a wide range of homes and lifestyle options, including memory care services. More information is available at Touchmark.com<<http://www.Touchmark.com>>.

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*Full-service Retirement Community*  
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