



FOR IMMEDIATE RELEASE

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GIVE BACK BY GIVING BLOOD THIS MEMORIAL DAY

JOHNSTON, IOWA (April 20, 2026) – This Memorial Day, LifeServe Blood Center is proud to partner with the Iowa Gold Star Museum and WHO Radio for our annual Memorial Day Blood Drive. The drive will be held at **the Iowa Gold Star Museum in Johnston from 7 a.m. to noon on May 25, 2026**. This family-friendly event will include a free breakfast, live music, and more. Plus, as a special thank you, those who step up and make a blood donation will receive our exclusive LifeServe camo t-shirt!

“Memorial Day is a time of reflection and gratitude for those who fought for our freedoms,” said Sherrie Colbert, Museum Director at the Iowa Gold Star Museum. “Whether you are remembering a family member who died in combat or someone you served alongside, you can honor them by rolling up your sleeve, making a blood donation, and saving up to three lives.”

Spend your Memorial Day honoring those who made the ultimate sacrifice defending our freedoms, by making a sacrifice of your own. Schedule your lifesaving appointment by visiting lifeserve.info/MemorialDay or by calling 800.287.4903.

LifeServe Blood Center is a non-profit, community-based blood center that has served the needs of local hospitals and patients in our regions since 1947. As one of the 15 largest blood centers in the country, LifeServe provides blood products to more than 175 hospitals primarily in Iowa, South Dakota, Nebraska and Illinois. LifeServe is committed to saving lives by providing premier service to volunteer blood donors and access to a safe, quality blood supply for hospitals and patients. Your donation with LifeServe will help save your neighbor, a friend or family member, or a stranger on the street. YOU make a difference in YOUR community. For more information about blood donation or to schedule an appointment to donate blood, call 800.287.4903 or visit lifeservebloodcenter.org.

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