

# **RAISE AWARENESS FOR YOUR BUSINESS AS YOU HELP SAVE LIVES!**

## **Be part of the 12th Annual Carol H. Axelrod Memorial Blood Drive at Lankenau Medical Center this October:**

Dear Neighbor,

On October 24 and 25, our family will host the 12th Annual Carol H. Axelrod Memorial Blood Drive at Lankenau Medical Center. We sponsor these drives in memory of Michelle's mother, Carol Axelrod, who became dependent on blood transfusions while fighting cancer and received those transfusions at Lankenau. Now, we work to help ensure that blood products are always available for those who need them.

Every year, this blood drive attracts more and more donors and community members, in part because we strive to create a warm and friendly environment. Every donor receives a gift bag, free entry into prize drawings, and special refreshments. These are small ways for us to say "thank you" to donors who are taking a little time out of their day to help save lives.

Over the course of the two-day blood drive, we expect to welcome approximately 300 blood donors. **Would you help us thank our blood donors by contributing a drawing prize, an item for the gift bags, or snacks for the donors?**

Information about every participating business will be included in the donors' gift bags, on signs posted at the drive, and on our website and social media.

Since 2008, the Carol H. Axelrod Memorial Blood Drive has collected enough blood products to have helped more than 13,000 hospital patients. Our donors would be delighted to see your business taking part in this ongoing effort to save lives!

It is important to our family to give back to the community, which has been very supportive of our blood drives. Therefore, for every unit of blood

### **HOW CAN YOU GET INVOLVED?**

There are several easy options for helping us say "thank you" to our blood donors and encouraging them to patronize local businesses!

1. Provide a gift certificate or gift item to be offered as a drawing prize.
2. Offer a coupon (for goods or services) that will be included in the gift bag that every blood donor receives (we expect 300+ donors).
3. Provide snacks (such as baked goods, fruit, sandwiches, pizza) for donors at the refreshment table. The blood drive will run from 7 a.m. to 7 p.m. on both days, and every donor must eat and drink after donating blood.
4. Simply post our flier (on reverse) where your customers can see it!

collected at the drive in October, our family will make donations to the **Narberth Community Food Bank** and to **Tree House Books**, which works to give children free access to high-quality books and literacy programming. If the blood drive collection surpasses last year's total of 250 units, we will double our donations to both organizations.

If you'd like to join this lifesaving effort, please consider the suggestions above and email [michelle@chablooddrive.org](mailto:michelle@chablooddrive.org), or call us at (610) 688-7686. We look forward to working with you. Thank you very much for your consideration!

Sincerely,  
Michelle and Daniel Scolnick

Founders, The Carol H. Axelrod Memorial Blood Drive

## **The 12th Annual Carol H. Axelrod Memorial Blood Drive at Lankenau Medical Center**

**October 24 & 25, 2019**

**7:00 a.m. to 7:00 p.m. (both days)**

**Location: Lankenau Medical Center, 100 E. Lancaster Avenue, Wynnewood, PA 19096  
Annenberg Conference Center, Rooms 101A/B/C**

**For appointments or information: [www.chablooddrive.org](http://www.chablooddrive.org)**

**For every unit of blood collected at the drive, Carol's family will make donations to the Narberth Community Food Bank and Tree House Books. If the blood drive collection surpasses last year's total of 250 units, we will double our donations to both of these local organizations!**

*The Carol H. Axelrod Memorial Blood Drive was created as a way of "giving back" to the blood-donor community that made it possible for Carol to receive all of the blood and platelet transfusions she needed during her treatment for cancer. Our mission is to help other patients and their families spend more time together by doing our part to ensure that blood products are always available for those who need them. Our goal is to help the blood donors at our drives have an enjoyable and positive donation experience.*



# The Carol H. Axelrod Memorial Blood Drive

**12th Annual**

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**at Lankenau Medical Center**

**October 24 & 25, 2019**

**7:00 AM to 7:00 PM (both days)**

Lankenau Medical Center - Annenberg Conference Center 101A/B/C  
100 E. Lancaster Avenue, Wynnewood, PA 19096

*~ Gift Bags • Prize Drawings • Tasty Treats • Free Parking ~*

**To schedule a donation appointment, visit**

**[www.chablooddrive.org](http://www.chablooddrive.org)**

**or call 1-800-RED-CROSS**

*(mention sponsor code CHAMemorial)*

*To ensure short wait times, appointments are strongly encouraged!*

**For every unit of blood collected at this drive, Carol's family will make donations to:**

***Tree House Books***

*Working to give every child in Philadelphia free access to high-quality books and literacy programming  
and*

***Narberth Community Food Bank***

*Serving the food insecure and providing additional resources throughout Narberth and Lower Merion*

***~ If the blood drive collection surpasses last year's total of 250 units, these donations will be doubled! ~***