



FOR IMMEDIATE RELEASE

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## Blood Drive - July 15

### Shrinking donor pool, summer vacations exacerbate critical need

Herndon, VA (June 8, 2010) – Northwest Federal Credit Union (NWFCU), in conjunction with the NWFCU Foundation, will host a blood drive on Thursday, July 15, from 9:00 a.m. to 2:30 p.m. at the credit union's Herndon Branch, 200 Spring Street.

"Every day, we need more than 200 units of blood to help save lives in the Washington, D.C. metro area. There is no substitute for blood, and we need donors now more than ever," says Bernadette Viland, Sr. Account Manager for Inova Blood Donor Services. "You can make a difference in the life of a cancer patient, a newborn suffering from complications, or someone who has lost blood from an injury, surgery, or organ transplant."

NWFCU opens its doors to Inova Blood Donor Services twice each year and has collected more than 730 units of life saving blood since partnering with Inova. "Most people don't realize that only 37% of the population is even eligible to give blood," cites Jenn Womack, NWFCU's Events and PR Specialist. "In exchange for an hour of your time, you'll receive a mini physical including your blood pressure, temperature and iron level, learn your blood type, and have a chance to win a door prize, compliments of Northwest Federal."

This event is open to the public and advance registration is requested. For more information, directions or to register, visit [www.nwfcu.org/donate](http://www.nwfcu.org/donate).

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**Northwest Federal Credit Union • [www.nwfcu.org](http://www.nwfcu.org) • 703-709-8900 • Toll-free 1-800-336-3384**

*Northwest Federal Credit Union is a full-service financial institution serving select government employees worldwide and more than 500 companies in northern Virginia. Established in 1947 and headquartered in Herndon, Virginia, NWFCU currently has more than 100,000 members and assets in excess of \$1.6 billion.*

**NWFCU Foundation • [www.nwfcufoundation.org](http://www.nwfcufoundation.org) • 703-925-5094 • Toll-free 1-800-336-3384**

*NWFCU Foundation is a 501(c)(3) organization, which promotes and manages Northwest Federal Credit Union's philanthropic activities, financial education initiatives and other programs of benefit to credit union members and the community at large. Donations are tax deductible to the extent permissible by law for those who itemize deductions. For more information, visit [www.nwfcufoundation.org](http://www.nwfcufoundation.org).*

**Inova Blood Donor Services • [www.inova.org/donateblood](http://www.inova.org/donateblood) • Toll-free 1-866-BLOODSAVES (1-866-256-6372)**

*Inova Blood Donor Services provides a safe and adequate blood supply for patients by partnering with donors and community organizations. To schedule a blood drive with your organization, please call 571-434-3652.*