



CENTRAL ILLINOIS  
COMMUNITY BLOOD CENTER

*give what's in your heart.*

## **SIU PHYSICIANS REACH OUT TO COMMUNITY FOR MORE BLOOD DONORS**

Contact: Margaret Vaughn 280-0206  
Lee Milner 971-2634

For Immediate Release  
July 24, 2008

Springfield – While spring and summer usually bring with them a rise in blood use, 2008 has been a record year. Through the month of May, blood usage for patients in area hospitals served by the Central Illinois Community Blood Center increased more than ten percent over the previous year.

A blood drive held at the Southern Illinois University School of Medicine served as the back drop for physicians at SIU School of Medicine and officials at Central Illinois Community Blood Center (CICBC) calling attention to the rising need for blood in Springfield.

"Springfield continues to enhance its role as a high-quality medical center - attracting patients from throughout an increasingly wide area of the Midwest. Blood donors are critical elements of this life-saving chain, and we must continually try to reach more heroic blood donors to serve the increasing numbers of local patients," said David Parsons, CICBC CEO.

Parsons added that "blood donors make it possible for our medical community to save numerous lives every day. We are very grateful for their efforts, and we urge every healthy individual to donate blood regularly in order to assure that the area strengthens its role as a life-saving medical destination."

The addition in Springfield of the SimmonsCooper Cancer Institute (SCCI) at SIU may be playing a role in the rise of area blood use. SCCI has 38 specialists making up a variety of multidisciplinary teams, known as cancer care teams, available to the patient at the same location and point in time. Whereas before many area residents were traveling to larger metropolitan areas for specialized care and the latest drug treatment trials for various cancers, they can now remain close to home for their care.

"With the ongoing development of our new Cancer Institute at SIU, we have seen an increase in patients with complex cancer cases," explained Dr. John Godwin, professor and SIU's chief of hematology and oncology and associate director of its SimmonsCooper Cancer Institute. "We are treating more patients with life threatening diseases such as acute leukemia. More complex cancer patients are coming to us from outlying cities as physicians in the region are referring and even patients are self referring. I personally have patients come here from places like Peoria and Carbondale specifically for leukemia treatment."

Another SIU faculty physician believes the growth of the Springfield medical community means other types of patients are being treated here. "I believe there is more need for blood because of the continued growth of the Springfield area hospitals as referral centers for complex medical and surgical conditions," said Dr. John P. Sutyak, associate professor of surgery and director of the Southern Illinois Trauma Center, a partnership of SIU, Memorial Medical Center and St. John's Hospital.

-MORE-

“The surgeons in Springfield are performing more difficult operations and many require blood transfusions for optimal recovery. I know our surgeons at SIU are recognized for their expertise, and more complex cases are coming to the medical school.”

As an incentive to donors the Central Illinois Community Blood Center is giving away gift cards compliments of Baker’s Square to anyone who donates blood this Friday and Saturday. There will be daily drawings next week (July 28-Aug. 1) for free gas cards. To qualify, donors need to come to the Central Illinois Community Blood Center 1134 S. Seventh Street. CICBC is open for blood donations Monday and Tuesday 9 a.m. to 5 p.m. Wednesday and Thursday 7 a.m. to 6 p.m., Friday 8 a.m. to 4 p.m. and Saturday 9 a.m. to noon.

Godwin added his support for the Central Illinois Community Blood Center. “Our blood center is a remarkable organization which has served this community with distinction for many years but the center cannot do this good work without the selfless contribution of so many from our community,” he said. “Donation of blood by volunteers not only saves the lives of many cancer patients but accident victims and countless others. One single donation could save three different lives. Everyone should remember that you never know who may be helped with a blood donation. It could even be a neighbor or even a family member. I urge more people to take time to donate.”

The Central Illinois Community Blood Center is the sole provider of blood for 19 hospitals in Central and Southwestern Illinois. Donors can make appointments by contacting the center at 217-753-1530 or online at [www.CICBC.org](http://www.CICBC.org).