



# Media Release

New York – Penn Blood Services Region

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## **GIVE BLOOD AND GIVE BACK TO YOUR COMMUNITY**

Local Organizations and American Red Cross Team Up to Host Blood Drives

**BALLSTON SPA, NY (February 3, 2012):** Ballston Spa National Bank (BSNB) and the SHELLSTRONG Foundation are teaming up with the American Red Cross to sponsor two community blood drives on Monday, February 13, 2012. The blood drives will be held at BSNB Corporate Plaza, 990 State Route 67, Ballston Spa from 12:00 p.m. - 6:00 p.m. and at the Burnt Hills-Ballston Lake High School Gymnasium, 88 Lakehill Road, Burnt Hills from 1:00 p.m. - 6:00 p.m.

BSNB is honored to work with the SHELLSTRONG Foundation to bring these blood drives to our community. The SHELLSTRONG Foundation was created by Burnt Hills residents, Matt and Kim Shell, with the primary mission of supporting kids living with cancer. The Shell's son, Jacob, was diagnosed at age 8 with Stage 4 Neuroblastoma, a rare form of childhood cancer. Today, at age 11, Jacob is cancer-free.

"Throughout the course of Jacob's treatment, he was given many blood transfusions. Transfusions became a regular part of life, as they are for many people while enduring cancer treatments. Without readily-available blood and platelets, cancer patients cannot continue on their treatment programs," stated Kim Shell. "We are grateful for all of those who gave blood - they helped save Jacob's life."

Blood is an essential component for patient care in area hospitals, and the only source of blood is a healthy, volunteer blood donor. "Each time you donate blood, you can help save up to three lives," stated BSNB's President and CEO, Christopher R. Dowd. "As a result, BSNB enthusiastically supports the Red Cross in maintaining an ample and safe blood supply."

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**About the American Red Cross:**

*The American Red Cross has been a primary supplier of lifesaving blood products in the United States for more than 50 years. The Red Cross Blood Services - Northeast Division must distribute approximately 3,000 units of blood each day just to meet the basic needs of area patients. Eligible volunteer blood donors are asked to please call **1-800-RED CROSS** (1-800-733-2767) or visit [redcrossblood.org](http://redcrossblood.org) to find a blood drive and to make appointments. Individuals who are 17 years of age (16 with parental permission in New York State), meet weight and height requirements (110 pounds or more, depending on their height) and are in generally good health may be eligible to give blood. Please bring your Red Cross blood donor card or other form of positive ID when you come to donate.*

**About Ballston Spa National Bank:**

*BSNB organized its first bank-sponsored blood drive eight years ago. Each year support has grown with BSNB employees not only donating blood, but working extended hours contacting previous donors and reaching out to the community to make the drive a continued success. BSNB's President and CEO, Christopher R. Dowd, currently serves as Chair of the Board of Directors for the Adirondack-Saratoga Chapter of the American Red Cross and is also a Board Member for the Northeastern New York Region.*

*With just the right combination of personal service and high tech convenience, BSNB offers a wide range of products and services to individuals, families, municipalities, nonprofits and businesses. Offices are located in Ballston Spa, Milton, Galway, Stillwater, Burnt Hills, Clifton Park, Malta, Greenfield Center and Wilton. BSNB's web site can be found at <http://www.bsnb.com>. To become part of BSNB's online community, please visit us at [www.facebook.com/YourBSNB](http://www.facebook.com/YourBSNB) or [www.twitter.com/BSNB](http://www.twitter.com/BSNB).*

**About the SHELLSTRONG Foundation:**

*The SHELLSTRONG Foundation is a New York State not-for-profit corporation. With a mission of Be Hopeful. Be Involved. Be Strong., the Foundation supports kids and families being treated for cancer at The Melodies Center at Albany Med; children who wish to experience the freedom of camp at Double H Hole in the Woods Ranch in Lake Luzerne; local students and their families suffering hardships; and BH-BL High School seniors deserving of scholarships for college. For more information, please visit [www.shellstrongfoundation.org](http://www.shellstrongfoundation.org)*