

While the Independence Day holiday will surely ignite many spectacular fireworks extravaganzas, the American Red Cross is counting on donors to spark the nation's blood supply. The Red Cross reminds eligible donors that the need for blood is constant, especially during holiday timeframes—like Independence Day—when eligible donors have even less time in their busy schedules to give.

While all blood types are needed during the summer months, O negative, B negative and A negative blood types are currently in high demand because they potentially can be transfused to patients with Rh positive or Rh negative blood types. Type O negative, the universal blood type, can potentially be transfused to patients with any blood type.

The American Red Cross encourages all eligible donors to donate blood regularly this summer to ensure an adequate blood supply for patients in need.

The American Red Cross' Live Life. Give Life. summer-long campaign is helping to raise awareness about the constant need for blood and encourage regular donations. Presenting donors between May 21 and Sept. 5, 2012 will be entered automatically into the Live Life. Give Life. promotion for a chance to win prize packages from GiftCertificates.com. Also, from June 29 to July 8, presenting donors will be entered to win additional prize certificates to thank them for giving blood around the Independence Day holiday. Visit redcrossblood.org/GiveWin to learn more.