**April 14, 2021**

**Media Release (for immediate release)**

**ROCK RIVER VALLEY BLOOD CENTER JOINS NATIONAL BLOOD COLLABORATIVE**

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**WEST WARWICK, R.I. (April 14, 2021) –** The [National Blood Collaborative](https://www.nationalbloodcollaborative.org/) announced the addition of the [Rock River Valley Blood Center](https://www.rrvbc.org/), headquartered in Rockford, Illinois, to its membership.

Founded in 2012, the National Blood Collaborative is a national network of leading blood centers working together to respond to the increasing economic demands of hospitals and healthcare systems. The organization delivers blood management services through local and not-for-profit, community-based centers and is comprised of eight blood centers that collect, process, and distribute more than 1 million blood components every year, serving hospital customers in 35 states.

“We are excited to welcome the Rock River Valley Blood Center into our group of affiliated blood centers from across the nation,” said Wendy Trivisonno, president of the National Blood Collaborative. “We look forward to working closely with their leadership on our strategic objective to create groundbreaking initiatives that drive down cost to support hospitals and local communities.”

“Membership in this organization will help us remain independent and strategically poised for a successful future in our community and industry,” said Lisa Entrikin, CEO of the Rock River Valley Blood Center. “We are looking forward to creating a network, sharing best practices, and lending expertise and leadership to an organization filled with such innovative blood centers.”

As part of the Collaborative, the Rock River Valley Blood Center joins fellow members Kentucky Blood Center, LifeServe Blood Center, LifeSouth Community Blood Center, Mississippi Valley Regional Blood Center, San Diego Blood Bank, Stanford Blood Center, and The Blood Center.

“The Rock River Valley Blood Center has been a leader in the northern Illinois community for nearly 70 years, and we are anxious to work in concert with their team,” said Billy Weales, chair of the National Blood Collaborative Board of Directors.

**About Rock River Valley Blood Center**

The Rock River Valley Blood Center is your community blood center and is the sole provider of blood products and services to Mercyhealth’s Javon Bea Hospital-Rockton, Mercyhealth’s Javon Bea Hospital-Riverside, OSF Saint Anthony Medical Center, SwedishAmerican Hospital, SwedishAmerican Regional Cancer Center, SwedishAmerican Medical Center-Belvidere, Beloit Health System, Edgerton Hospital and Health Services, FHN-Freeport and Rochelle Community Hospital. The center has four convenient donor centers in Rockford, Belvidere, and Freeport and the ability to support up to three mobile drives a day. The Rock River Valley Blood Center ensures that the right blood type is available at the right time for local patients whose lives may depend on it. Patients and their families rely on individuals to provide life-giving red blood cells, plasma, and platelets through blood donation.

**About National Blood Collaborative**

National Blood Collaborative (NBC) is a national network of leading blood centers that came together in 2012 to create a new U.S. blood services organization. Working in partnership, the National Blood Collaborative has the capacity to respond to the increasing economic demands of hospitals and healthcare systems—efficiently and cost effectively. NBC delivers blood management services through local and not-for-profit community-based centers by collecting over a million units of blood a year and distributing to hospitals in 35 states. NBC is also a worldwide provider of biological products to life sciences and pharmaceutical companies, specializing in all human blood derived products, platelet lysate, cord blood and specialized donor draws requiring IRB approved collections on a national scale. For more information about NBC, visit [www.nationalbloodcollaborative.org](http://www.nationalbloodcollaborative.org).

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