



FOR IMMEDIATE RELEASE

COMMUNITY BLOOD CENTER AND SEVENDAYS® CALL FOR PUBLIC TO GIVE BLOOD THIS APRIL

10 years after hate crime murders outside of Jewish facilities, individuals are invited to promote kindness through the lifesaving act of giving blood.

KANSAS CITY, Mo. – Community Blood Center (CBC) is again partnering with [SevenDays®, Make a Ripple, Change the World](#), encouraging each of us to consider donating plasma or blood during April, as an act of kindness. SevenDays® is a Kansas City-based nonprofit seeking to overcome hate by promoting kindness and understanding via education and dialogue.

This year, SevenDays® observes the 10th anniversary of the hate crime that took the lives of Reat Underwood, his grandfather Dr. William Corporon, and Terri LaManno outside of Jewish facilities in 2014. SevenDays® and CBC invite the public to honor their memories and their legacy of kindness through the lifesaving act of giving blood. In the 10 years since the shootings, more than 20,000 blood donations have been collected in memory of Reat, William, and Terri.

“We continue to partner with Community Blood Center and educate the general public on how donating blood can positively affect so many people in our community,” **said Mindy Corporon, Co-Founder of SevenDays®.** “An essential commonality of humans is our blood. We have the potential to save a stranger as easily as a neighbor. Let’s make this happen.”

“The message of SevenDays® — spreading kindness in our community — is very much alive in the act of giving blood,” **said Chelsey Smith, Director of Public Relations at Community Blood Center.** “Every day, people in our community need blood transfusions. That need can only be met by others who have generously donated.”

Individuals can donate blood during **SevenDays® (April 10-18)** at any CBC donor center or blood drive. Donor center locations can be found [here](#). CBC will host a 10-year memorial blood drive at the Jewish Community Center (The J KC) on Monday, April 15 from 9 a.m. – 1 p.m. To make an appointment at this drive, click [here](#) or call 1-877-468-6844.

Donor Centers include:

- Kansas City, MO – 4040 Main Street
- Overland Park, KS – 10568 Metcalf Ave.
- Blue Springs, MO – 1124 West 40 Highway
- Lee’s Summit – 1551 NE Douglas
- Gladstone, MO – 7265 N. Oak Trafficway
- Topeka, KS – 6220 Southwest 29th Street
- St. Joseph, MO – 3122 Frederick Avenue
- Olathe, KS – 16465 W 119th St.

FOR MEDIA:

Monday, April 15: Tony Corporon, Dr. Corporon’s son and Mindy’s brother, will be donating blood at The J KC blood drive at 10 a.m. at the Jewish Community Center, 5801 W. 115th St., in Overland Park. Media partners are welcome to obtain b-roll and interview footage.

###

About Community Blood Center of Greater Kansas City (CBC)

Founded in 1958, Community Blood Center (CBC) provides over 90% of the blood used by hospitals throughout the Greater Kansas City metropolitan area, as well as eastern Kansas and western Missouri. CBC provides nearly 200,000 blood products each year to over 60 area hospitals and relies on volunteer donors each day to meet the need for lifesaving gifts of blood. CBC operates 365/24/7 to deliver safe, high quality products to meet transfusion needs for routine care and emergencies. CBC is a Division of New York Blood Center, Inc. (a family of operating Divisions known as New York Blood Center Enterprises). For more information, visit savealifenow.org. Connect with us on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

About SevenDays® is a Kansas City-based nonprofit organization that overcomes hate by promoting kindness and understanding through education and dialogue. SevenDays® honors Reat Underwood, William Corporon, and Terri LaManno, whose lives were taken by hate in 2014 outside of Jewish facilities. Kindness is their legacy. For more information about **SevenDays®** activities and events please visit: <http://SevenDays.org>.

SevenDays® Web site: <http://SevenDays.org>

SevenDays® Facebook: <http://facebook.org/givesevendays>

SevenDays® Instagram: <https://www.instagram.com/givesevendays/>