

# Press Release



## **For Immediate Release**

November 21, 2011

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### **High Schools Make the Ultimate Share with BloodCenter of Wisconsin Program**

Milwaukee, Wis., November 21, 2011 – BloodCenter of Wisconsin has introduced the new Ultimate Share Program designed to enhance their partnership with Wisconsin high schools that host campus blood drives. The Program has three unique components designed to help students build leadership skills, recognize students at graduation and reward the school with valuable scholarship opportunities. Being part of the Ultimate Share Program will demonstrate what a strong and important partner a high school is with community leaders, civic groups and parents.

The Ultimate Share Program is a unique opportunity for high school students to learn and practice leadership skills that will last a lifetime. BloodCenter has developed this distinctive Program to teach students how to plan, organize, motivate and work within a team to get results. BloodCenter will guide students through the process of coordinating a blood drive by providing support with every step. The results are students prepared for future leadership roles in college and beyond and patients who receive blood necessary to save their lives.

Students can also register for the Honor Cord Program. Students earn points for their advocacy of BloodCenter's mission and their involvement in BloodCenter activities. Points can be earned by donating blood, as well as volunteering at blood drives, recruiting donors, or registering for organ, tissue or marrow donations. Those reaching a specified goal will be recognized with an Honor Cord that may be worn at graduation with the school's permission. The recognition can be featured as community service on a resume or as a discussion topic at college interviews.

Each month, six \$250 scholarships will be granted. Two scholarships will be awarded in each of the following categories: number of units of blood collected at a drive, percent of total participation based on official student population and an honorary winner from a drawing of all schools hosting a blood drive. Schools are eligible for scholarship awards in every month they hold a blood drive.

Organizing a blood drive at a high school can help students reach their future goals – and will save lives in the process. BloodCenter calls that The Ultimate Share! Visit [www.bcw.edu](http://www.bcw.edu) for more information.

#### **About BloodCenter of Wisconsin**

*BloodCenter of Wisconsin is a private, not-for-profit organization that specializes in blood collection, organ and tissue recovery, marrow donation and education, diagnostic testing, medical services and leading-edge research. BloodCenter of Wisconsin is the only provider of blood to hospitals in 29 Wisconsin counties including all community hospitals in Southeastern Wisconsin. BloodCenter of Wisconsin advances patient care by delivering life-saving solutions grounded in unparalleled medical and scientific expertise. For more information visit [www.bcw.edu](http://www.bcw.edu).*

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