The Red Cross is continuing our partnership with Warner Bros. for the theatrical release of *Meg 2: The Trench* into August to celebrate a summer of sharks and help avoid frequent summer blood and platelet shortages. The messages below can be relayed to donors while scheduling appointments.

**KEY MESSAGES**

* It’s not too late to be a part of something big this summer. Patients are counting on blood and platelet donors to ensure lifesaving care is ready as soon as it’s needed. Give now!
* Don’t delay. Book a donation appointment and help keep the blood supply stable before fall routines may make it tougher to find time to give.
* **FOR DRIVES AUG. 1-12:** Those who come to give July 12-Aug. 12, 2023, will automatically be entered for a chance to win a three-night New York getaway with a private shark dive adventure at Long Island Aquarium. Details are available at [RedCrossBlood.org/](https://RedCrossBlood.org/SharkWeek)Meg2.
* **FOR DRIVES AUG. 1-31:** Those who come to give blood, platelets or AB Elite plasma Aug. 1-31, 2023, will receive a $10 e-gift card to a movie merchant of their choice.
* **[FOR DRIVES WHERE POWER REDS WILL BE COLLECTED] Eligible donors with types O, B negative or A negative blood are encouraged to make a Power Red donation at this blood drive.**
  + Power Red donors give a concentrated dose of red blood cells during a single donation, allowing them to maximize their impact.
  + During this type of donation, red blood cells are separated from other blood components, and the plasma and platelets are safely and comfortably returned to the donor.
* Save time with RapidPass®. Complete your pre-donation reading and health history at [RedCrossBlood.org/RapidPass](http://www.redcrossblood.org/RapidPass) or with the Blood Donor App before your appointment.
* Eligibility questions? Call 1-800-RED CROSS (1-800-733-2767) or visit [RedCrossBlood.org](http://www.redcrossblood.org/donating-blood/eligibility-requirements).

**YOU CAN HELP!**

* Encourage friends and family to give at your drive. Visit our Blood Drive Management Portal at [rcblood.org/portal](https://rcblood.org/portal) to find tools for a successful blood drive as well as additional social content.
* Post the message below to social media and ask your committee members and donors to share:
* **For drives Aug. 1-12:***Don’t be cold blooded! Come to give blood at our Red Cross drive <date> from <time> to <time> at <location>. You’ll be entered for a chance to win a private shark dive in NY and will get a $10 e-gift card to a movie merchant of choice. Appt: rcblood.org/donate*
* **For drives Aug. 13-31:** *There’s a REEL need for donors! Schedule a time to give at our Red Cross blood drive <date> from <time> to <time> at <location>. All who come to give will get a $10 e-gift card to a movie merchant of your choice. Appointments: rcblood.org/donate*
* A diverse blood supply is important to meet the needs of patients of all backgrounds! Actively recruit donors of all ethnicities to give at your drive.
* Help ensure blood is available to those with sickle cell disease when they need it. Blood donations from individuals who are Black are urgently needed to help meet the needs of patients with sickle cell disease. Find more information at [RedCrossBlood.org/OurBlood](https://www.redcrossblood.org/donate-blood/blood-types/diversity/african-american-blood-donors.html).
* Send appointment reminders to scheduled donors. If donors cannot keep their appointments, encourage them to download the Red Cross Blood Donor App, visit [RedCrossBlood.org](http://www.redcrossblood.org/) or call 1-800-RED CROSS to find another donation opportunity.