



ARVC-Michigan Announces 2010 Blood Drive Campaign *Partnership with Michigan Blood Aims to Boost Summer Collections*

(MIO, Mich) – Blood donations in Michigan tend to decline during the summer months, when residents are on the road vacationing with family and friends. To help bolster collections, the Association of RV Parks & Campgrounds – Michigan has once again partnered with Michigan Blood to bring the collection sites to the campgrounds – where the travelers are congregated.

“This is our third year with this exciting community-driven promotion and we’re hopeful to exceed our donations once again,” says Tom Briggs, ARVC-Michigan Marketing Committee Chairperson and owner of Grand Rogue Campground in Grand Rapids. “Since 2008, we have had 687 registered donors (242 first timers) with 499 units of blood collected, meaning that our member campground efforts have had the potential to save 1,497 lives. That’s impressive.”

In 2010, 12 member parks collectively will host nearly two dozen blood drives – with holiday weekends – Memorial Day, Fourth of July and Labor Day – expected to be big collection weekends.

Michigan Blood will set up in the campground clubhouse or they will bring in their Blood Bus – a self-contained donation station. The drives will be open to campground guests as well as the general public. The initial goal is to have at least 20 individuals donate during each event, to make it a worthwhile collection day for the Blood Center.

“Blood needs don’t go away in the summer,” says Kona Kenny, Mobile Recruiter for Michigan Blood in Grand Rapids. “Many donors are away from home, so keeping the blood supply pumped up is a big seasonal challenge. We’re really looking forward to working with the ARVC members to help us keep up with state-wide needs as well as increase awareness about our program.”

Hospitals in five major regions of the state count on Michigan Blood for 100 percent of their regular blood supply. After these hospitals, and their patients, have the blood they need, Michigan Blood regularly shares this precious resource elsewhere across the country, including the U.S. Military, upon request. This way, every drop of donated blood is put to the best possible use. For more information on Michigan Blood, or blood donation, visit www.miblood.org.

A copy of the ARVC-Michigan 2010 Summer Blood Drive schedule is below. New dates and locations will be added throughout the summer and will be posted on ARVC’s website at www.michcampgrounds.com.

ARVC represents nearly 200 member campgrounds with more than 30,000 sites available throughout the state. ARVC Michigan’s mission is to lead in the development of the RV Parks and Campground industry through education, communication and representation. ARVC Michigan is a member of the National Association of RV Parks & Campgrounds (www.gocampingamerica.com).



MICHIGAN 2010 SUMMER BLOOD DRIVE SCHEDULE

ARVC Michigan is once again teaming with Michigan Blood – www.miblood.org – for a series of summer blood drives at member campgrounds.

May 29

- | | | |
|----------------------------------|---------------|--|
| • Grand Rogue Campground (10-3) | Belmont (GR) | www.grandroque.com |
| • Lakeside Camp Park (9:30-1:30) | Cedar Springs | www.michcampgrounds.com/lakeside |
| • Lincoln Pines Resort (12-5) | Gowen | www.lincolnpinesresort.com |
| • Whispering Waters Camp. (5-8) | Hastings | www.whisperingwatersonline.com |

May 30

- | | | |
|----------------------------|---------|--|
| • East Lake Camping (12-4) | Hopkins | www.eastlakecamping.com |
|----------------------------|---------|--|

June 11

- | | | |
|-------------------------------------|---------|--|
| • Lakeshore Outdoor Adventure (2-6) | Davison | www.outdooradventuresinc.com |
|-------------------------------------|---------|--|

July 2

- | | | |
|-------------------------------|-------|--|
| • Lincoln Pines Resort (12-5) | Gowen | www.lincolnpinesresort.com |
|-------------------------------|-------|--|

July 3

- | | | |
|---------------------------------|--------------|--|
| • Grand Rogue Campground (10-3) | Belmont (GR) | www.grandroque.com |
| • River Ridge Campground (9-2) | Breckenridge | www.riverridgecampgroundsmi.com |
| • Snow Lake Campground (9-1) | Fenwick | www.snowlakecampground.com |
| • Timberline Campground (10-2) | Benzonia | www.timberlinecampground.com |

July 10

- | | | |
|--------------------------------|----------|--|
| • River Ridge RV Resort (10-2) | Stanwood | www.michcampgrounds.com/riverridgervresort/index.php |
|--------------------------------|----------|--|

July 16

- | | | |
|-----------------------------------|---------|--|
| • Lake of Dreams Campground (5-9) | Merrill | www.lakeofdreamscampground.com |
|-----------------------------------|---------|--|

July 17

- | | | |
|------------------------------------|-------|--|
| • Lakeside Resort Campground (9-1) | Ionia | www.lakesideresortcampground.com |
|------------------------------------|-------|--|

July 25

- | | | |
|---------------------------------------|----------|--|
| • Whispering Waters Camp. (9:30-3:30) | Hastings | www.whisperingwatersonline.com |
|---------------------------------------|----------|--|

July 31

- | | | |
|---------------------------|---------|--|
| • East Lake Camping (9-1) | Hopkins | www.eastlakecamping.com |
|---------------------------|---------|--|

August 19

- | | | |
|-------------------------------------|---------|--|
| • Lakeshore Outdoor Adventure (2-6) | Davison | www.outdooradventuresinc.com |
|-------------------------------------|---------|--|

August 28

- Lincoln Pines Resort (12-5) Gowen www.lincolnpinesresort.com

September 4

- Grand Rogue Campground (10-3) Belmont (GR) www.grandrogue.com
- Lakeside Camp Park (10-2) Cedar Springs www.michcampgrounds.com/lakeside
- River Ridge Campground (9-2) Breckenridge www.riverridgecampgroundsmi.com

September 18

- Grand Rogue Campground (10-3) Belmont (GR) www.grandrogue.com

September 25

- Lake of Dreams Campground (3-9) Merrill www.lakeofdreamscampground.com

New dates and locations will be added throughout the summer and will be posted on ARVC's website at www.michcampgrounds.com.

FOR MORE INFORMATION:

Wayne Purchase
Executive Director
ARVC – Michigan
989.826.5255
info@michcampgrounds.com

Dianna Stampfler
Media Consultant
Promote Michigan
269.330.4228
Dianna@promotemichigan.com

Dionne Wetzel
Communications/Marketing
Michigan Community Blood Centers
616.233.835
dwetzel@miblood.org

Updated 5/3/10