

[Please customize letter and print on your retail facility letterhead.]

[Date]

Congressman/woman/Mayor, Councilman/woman <other title> [First Name] [Last Name]

[Address]

[City, State ZIP]

RE: Lifesaving Donation and the Eleventh Anniversary of Saturn National Donor Day

Dear <title> :

Since 1998, Saturn Retailers nationwide have held nearly 2,000 community donor drives in conjunction with Saturn National Donor Day. Held on and near Valentine's Day, it's one of America's largest annual community-wide lifesaving donation drives. Fifteen national nonprofit partners, including the U.S. Department of Health and Human Services, as well as hundreds of regional and local blood banks and other health agencies help make Donor Day possible. This year, to celebrate our eleventh anniversary, Saturn of <Anytown> will join the effort by holding a <event details including donor activity, date, time and location>.

Thanks to the generosity of donors, each year lifesaving donation saves millions of Americans thanks to the "gifts of life," which include blood, marrow, organ and tissue. Donors are true heroes. Yet for all our efforts, many challenges remain and donors are often in short supply. To help us bring important focus and attention to our Donor Day event, we invite you to join us on [Date] from [Begin Time] to [End Time]. Our event will be held at [Location], which is located at [Address]. We anticipate media coverage and would be honored to have your participation.

In addition to joining our event, it would be great if your office could assist us by arranging an official proclamation recognizing Saturn's efforts to save lives over the last 10 years through Saturn National Donor Day on the national level and Saturn of <anytown> here in our community.

Here are some key facts about Saturn National Donor Day and the worthy cause of lifesaving donation:

- Saturn Retailers and their blood bank partners have collected more than 226,000 units of blood since 1998. This year, Retailers will likely cross the 250,000 unit mark in blood collected
- Each day blood transfusions save approximately 10,000 Americans
- Every pint of donated blood is separated into its components and distributed to hospitals to help save the lives of up to three patients. One pint, three lives
- Saturn donor drives have added nearly 12,000 potential marrow donors to the National Marrow Donor Program (NMDP) Registry
- To date, 24 potentially lifesaving marrow matches have occurred as a direct result of Saturn National Donor Day, potentially saving the lives of 24 leukemia and other cancer patients
- Almost 100,000 men, women and children currently need lifesaving organ transplants and sadly, patients die every day due to the shortage of donors

<Add historical information about your facility's commitment to Donor Day over the years if appropriate.> We would be honored to have you or your designated representative attend our event, and with advance notice, we will incorporate that commitment into our media outreach. I

have suggested bullet points for a proclamation and our team at Saturn of <Anytown> stands ready to assist in any way we can.

Thank you, in advance, for your support.

Kind regards,

[*Name*]—[*Title*]