



+ THE YOUNG BLOODS +



**GET A TASTE FOR
SAVING LIVES!**

SAVOR LIFE 
SAVE A LIFE

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Bloodworks Northwest joins with three of our region’s favorite athletes, The Young Bloods, and a diverse community of local restaurants curated by Intentionalist to launch the second year of *SAVOR LIFE. SAVE A LIFE.*, a campaign in response to our region’s critical need for blood donations

The Young Bloods: Tariq Woolen, Olivia Moultrie, Cal Raleigh invite the community to donate blood by giving a pint and getting a bite at one of dozens of participating Intentionalist restaurants.

SEATTLE (May 1, 2023) – Bloodworks Northwest, the primary blood supplier to hospitals in the Pacific Northwest, is launching the second year of its “SAVOR LIFE. SAVE A LIFE.” campaign on May 1 to boost the blood supply for local hospitals and patients who are counting on it. This year includes a dynamic collaboration with The Young Bloods, three of the Northwest’s favorite young, professional athletes; and Intentionalist, a social enterprise that makes it easy to find and support a diverse community of locally owned restaurants and small businesses.

The campaign, which runs from May 1 - July 31, seeks to raise awareness of the ongoing shortage of blood donations, which has been exacerbated by the COVID-19 pandemic. Bloodworks Northwest is responsible for providing a safe and reliable blood supply to Pacific Northwest hospitals, and the organization aims to urge the community, in a fun and engaging way, to step up and help save lives.

"We are thrilled to partner with The Young Bloods and Intentionalist to promote blood donations," said Curt Bailey, president and CEO of Bloodworks Northwest. "We're consistently met with challenges to collect blood, whether it's a storm that keeps people indoors, lack of school blood drives in the summer or something as massive as our recent pandemic, which put the whole world on hold. Donating blood helps keep our supply at a healthy level and prepares us for any emergency. Our campaign partners will assist in spreading the message that it's easy to make a difference and help save lives in their community through the simple act of giving blood."

Intentionalist is an online guide to intentional spending that support small businesses and diverse local communities making it easy to find local restaurants and other businesses owned by women, people of color, veterans, indigenous people, members of the LGBTQ community, and disabled people. Participating Intentionalist businesses will celebrate blood donors by "giving a bite for donating a pint," offering a \$5 voucher good at more than 20 participating restaurants from Eugene, OR, to Bellingham, WA.

"We are proud to work with Bloodworks Northwest to promote the life-saving importance of donating blood," said Laura Clise, founder and CEO of Intentionalist. "When you give a pint and save a life, we invite you to enjoy a bite and get to know some of the small businesses at the heart of our communities. At Intentionalist we're dedicated to closing the gap between our good intentions and action. When you donate blood and #SpendLikeItMatters, you truly make a difference."

In partnership with Intentionalist, every Friday throughout the campaign is FREE BITE FRIDAY, featuring two Intentionalist businesses (one in the north – from Olympia to Bellingham, and one in the south – from Eugene to Portland/Vancouver). During the week, the FREE BITE FRIDAY businesses will be announced via the campaign partners' communication channels. The first 56 people in line at each location will receive a FREE BITE – from free lunch or breakfast to doughnuts, bagels, ice cream or tamales. And why 56? FREE BITE FRIDAY is an opportunity to educate and inspire the community to donate blood, including the fact that every 56 days someone can donate blood.

This year's campaign will feature Tariq Woolen (cornerback for the Seattle Seahawks), Olivia Moultrie (midfielder for the Portland Thorns), and Cal Raleigh (catcher for the Seattle Mariners) – helping to educate, inspire and call the community to action to donate blood.

"I believe that giving blood is a selfless act of kindness that can save lives and make a positive impact on the community," said Raleigh. "Supporting blood donation is an opportunity to show compassion and help those in need, and I'm proud to be a part of such a meaningful cause."

The Young Bloods' are excited about the opportunity to engage with fans and make an impact on our community – and have some fun. As much as they each love our region's eclectic food and beverage options – they also have their favorite go-to 'power snacks.' From Cal's love of peanut butter and jelly to Olivia's cottage cheese pancakes, Tariq relies on Hawaiian rolls and Cap'n Crunch when he needs a boost.

"As a part of the Pacific Northwest professional sports community—and as a proud Portland Thorn, I'm excited to join this important community health campaign as a Young Blood, promoting the simple,

selfless act of blood donation,” said Moultrie “An hour of time and a pint of blood can save the life of a person you love.”

Woolen returns to Seattle as one of the NFL’s top defensive backs after being named a finalist for NFL Defensive Rookie of the Year. As much as he loves football – community has a special place in his heart.

“I’m excited to be a Seahawk and part of the Northwest community. And, I’m looking forward to giving back to create a healthier place for all of us to live,” said Woolen. “As a Young Blood, in the Savor Life. Save a Life. campaign from Bloodworks Northwest, I can have a major impact on helping to drive blood donation, which I’ve learned is so crucial to keeping our area healthy and safe.”

To learn more about the campaign and how you can help save lives, visit bloodworksnw.org/savorlife.

About Bloodworks Northwest

Donations to Bloodworks Northwest provide a lifesaving blood supply to 95% of Pacific Northwest hospitals. Since 1944, Bloodworks has served the Pacific Northwest as a local, nonprofit, independent, volunteer-supported and community-based blood center and research institute. Bloodworks partners closely with local hospitals to deliver the highest level of patient care. Its comprehensive services include blood components, complex cross-matching, specialized lab services for organ transplants, care for patients with blood disorders and collection of cord blood stem cells for cancer treatment. Bloodworks Research Institute performs leading-edge research in blood biology, transfusion medicine, blood storage and treatment of blood disorders. Patients with traumatic injuries, undergoing surgeries or organ transplantation, or receiving treatment for cancer and blood disorders all depend on its services, expertise, laboratories and research. Blood donation appointments can be scheduled at BloodworksNW.org.

About Intentionalist

Intentionalist is built on one simple idea: where we spend our money matters. An online directory, guide, and marketplace, Intentionalist makes it easy to find, learn about, and support Main Street small businesses and the diverse people behind them through everyday decisions about where we eat, drink, and shop. For more information, please visit intentionalist.com.