

RED

**IS THE NEW
BLACK**

Sickle Cell Blood Drive

You can help save lives. Lend us your arm. Spread the word.

Photo courtesy of Jessie Morris Photography



co-chairs Latyna and Isaiah Darden,
Ron Dayne

What can you do to help?

1. Give blood.
2. Tell your constituents, family, friends and neighbors.
3. Make an investment. Co-sponsor the blood drive.

When and Where?

Friday, February 10 from 1:00 - 6:00 p.m.
Urban League of Greater Madison, 2222 Park Street
Appointments preferred. Visit redcrossblood.org or call
1-800-RED CROSS sponsor code: madison sickle cell

What is Sickle Cell Disease (SCD)?

SCD is a blood disorder that primarily affects African Americans.

1 in 12 African Americans are affected, including Isaiah who has been fighting SCD his whole life. SCD can cause intense pain, organ and tissue damage, stroke and anemia

How is it treated?

There is no cure for this disease. Your blood type may be someone's only hope for survival.

SCD patients often need *many* blood transfusions. Donors with the same ethnic background usually make the best match.

Isaiah has received more than 80 blood transfusions since age three.

If it can be treated, what's the problem?

African Americans make up less than 1% of all blood donors. There are far more African Americans *needing* blood than there are African Americans *donating* blood.

For sponsorship contact Tara Warden at WardenT@usa.redcross.org or (414) 313-3989



**American
Red Cross**



**Morgridge Center
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