

OPERATION SOS

Shave Or Save

TO CELEBRATE NATIONAL BLOOD DONOR MONTH (January), LifeStream Blood Bank is launching a new initiative on January 14 we hope you will support. It's called **Operation SOS** (Shave or Save).

- *Do you know someone who has had a mustache, goatee or beard forever who should try out a new look for 2022?*
- *Or maybe a bro who participated in Movember or No Shave November who might want to lose their newly grown facial hair?*
- *Or maybe someone you just want to challenge to shave their head because this is a fun fundraiser for a great cause?*

If you answered yes to any of these questions, nominate them for **LifeStream's Operation SOS** – a peer-to-peer fundraiser that will run from Jan. 14 - Feb. 28.

How Does it Work?

Individuals will recruit a person to shave their facial hair (or maybe even their head) if an agreed upon fundraising goal is met by Feb. 28. The nominator will encourage friends, family, and co-workers to visit the nominee's **Operation SOS** webpage to make a donation and help reach the fundraising goal. Nominees will have the option to save their hair by matching the amount donated on their donation page.

People may donate money OR blood. Each blood donation made at a **LifeStream** donor center or mobile blood drive in support of **Operation SOS** will have a \$25 in-kind value.

LifeStream will be giving out prizes in several categories including best moustache, saddest moustache, best beard, and craziest facial hair. **Additionally, if the nominator (and nominee) raises at least \$500, they will be entered into a drawing for a chance to win 2 domestic round-trip tickets on Southwest Airlines (\$800 value).**

Through **Operation SOS**, we hope to raise \$50,000 to help pay for a another new **LifeStream Blood Bank** bloodmobile and collect up to 500 pints of blood for local patients.

Have someone in mind to nominate? Visit www.lstream.org/sos to register them today.



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