



FOR IMMEDIATE RELEASE

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MORE INFORMATION AT: [http://www.woodbloom.com/stumptownorange/what\\_color\\_do\\_you\\_bleed\\_III.htm](http://www.woodbloom.com/stumptownorange/what_color_do_you_bleed_III.htm)

**NOTE: THE MEDIA IS ENCOURAGED TO ATTEND THE BLOOD DRIVE ON NOV. 1.**

## “What Color Do *YOU* Bleed?” returns for third straight year

Local alumni clubs representing universities stretching from coast to coast are rolling up their sleeves for the benefit of the greater Portland area. The third annual **What Color Do *YOU* Bleed?** blood drive takes place on Saturday, Nov. 1, from 11:30am - 5pm at Macadam’s Bar & Grill, 5833 SW Macadam Ave. in Portland.

“We’re glad to encourage football watchers to support their schools *and* the local community,” says Macadam’s owner Tallie Steele. “It’s a great way to promote healthy competition among some great colleges, while celebrating their teams on the field and their fans on the Bloodmobile bus.”



The annual blood drive involves about 20 alumni clubs representing schools ranging from the University of Southern California, Auburn and Illinois to the University of North Carolina. The clubs’ members are encouraged to watch their teams play at Macadam’s – which will be screening well over a dozen football games from morning through evening that day – and, while they are there, donate a unit of blood.

“For one afternoon, we embrace our rivals for the greater health of Portland,” says Ken Kane, who conceived of the drive back in 2012, with the Stumptown Orange Alumni Club of Syracuse University, Macadam’s and the American Red Cross Oregon Trail Chapter. “On Nov. 1, we’re hoping to push the total number of units donated at our three drives to over 100.”

Donors can use the code “macadams” to schedule a donation time online at <http://www.redcrossblood.org/make-donation> or can contact Kane to sign up.

Donors will receive a t-shirt and the top two alumni clubs earn gift cards from Macadam’s.

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Sat., Nov. 1  
11:30am-5pm  
5833 SW  
Macadam Av.

**Macadam's**  
Bar & Grill

Oregon Trail Chapter  
**American  
Red Cross**

