



FOR IMMEDIATE RELEASE

Contact: Taryn Duffy, Empire City Casino 914-457-2431, tduffy@empirecitycasino.com

**Elected Officials & Empire City Casino Join Forces with New York Blood Center
to Replenish Region's Critically Low Blood Levels**

Area Residents Urged to Participate in September 22nd Blood Drive

Yonkers, September 17 - As the region wraps up the summer season, New York Blood Center (NYBC) has issued an emergency blood appeal, reporting that community supplies of all types of donor blood are at critically low levels. To help replenish the region's supply, area elected officials have joined forces with Empire City Casino to hold a blood drive on **September 22, 2014** from **2:00pm to 8:00pm** in the **Good Time Room on the third floor of Empire City** located at **810 Yonkers Avenue in Yonkers**.

NYBC reports that while it is distributing more blood than last year at this time, the summer vacation months have been particularly hard on blood donations and supplies. **New York State Senators Andrea Stewart-Cousins** and **George Latimer**, along with **Assembly Members J. Gary Pretlow and Shelley Mayer**, and **Yonkers' Mayor Mike Spano**, are co-hosting the blood drive and urging their constituencies to participate.

Blood drive participants won't only get the satisfaction of knowing they made a life-saving donation, they will also receive a free mini-medical exam on site including information about their temperature, blood pressure and hematocrit level. Furthermore, each donor will receive a small gift from the casino as a token of appreciation.

"Without the support of our elected officials and Empire City, we could not meet the urgent blood needs of cancer, surgery and trauma patients in the communities we serve," said executive director of donor recruitment **Andrea Cefarelli**. "We are truly thankful for their continued commitment to our lifesaving mission."

"We're not only the largest private employer in Yonkers, we're a true community partner for Westchester County and the region," said **Timothy J. Rooney, Jr.**, Empire City's general counsel. "When we learned of the need, we wanted to help."

"Empire City Casino is showing, once again, that they are a good neighbor by assisting the New York Blood Center in meeting this critical need," said **Senator Latimer**.

To schedule your appointment to participate in the September 22nd blood drive at Empire City, visit EmpireCityCasino.com/BloodDrive. Walk-ins are welcome but will be taken on a first come, first served basis.

To check eligibility to donate blood, contact the NYBC Eligibility Line at 1-800-688-0900. Anyone between the ages of 16 and 75 and weighing at least 110 pounds is a potential donor. A photograph or signature ID must be presented at the time of donation. NYBC strongly suggests donors eat well balanced meals before giving blood. Prior to the blood donation, the onsite donor specialists will check the blood pressure, temperature, iron levels and pulse of all donors to ensure that they are healthy enough to give blood.

-more-

September 17, 2014

Elected Officials & Empire City Casino Join Forces with NYBC

About New York Blood Center:

New York Blood Center (NYBC) is one of the nation's largest non-profit, community-based blood centers. For almost 50 years, NYBC has been providing blood, transfusion products and services to hospitals serving more than 20 million people in New York City, Long Island, the Hudson Valley, New Jersey, and parts of Connecticut and Pennsylvania. NYBC is also home to the Lindsley F. Kimball Research Institute and the National Cord Blood Program at the Howard P. Milstein National Cord Blood Center, the world's largest public cord blood bank. NYBC provides medical services and programs (Clinical, Transfusion, and Hemophilia Services) through our medical professionals along with consultative services in transfusion medicine. Please visit www.nybloodcenter.org for more information.

About Empire City Casino at Yonkers Raceway:

Empire City Casino, one of the largest entertainment and gaming destinations in the country, features 5,300 of the hottest slots, electronic craps, roulette, baccarat and sic bo; year-round harness racing & International simulcasting; live entertainment including the best party, tribute and Latin bands, comedy, karaoke & more. A plethora of dining options will satisfy even the most discerning palate with Italian cuisine at Nonno's Trattoria; trackside dining with live betting at Empire Terrace Restaurant; and convenient delicious options at the International Food Court or Grab 'n Go. A new \$50 million expansion added Dan Rooney's, a high-energy sports bar; Pinch American Grill, in collaboration with Ducasse Studio, not only whets the appetite but also features dozens of New York craft beers on tap; and Alley 810, a craft cocktail lounge rounds out the entertainment options with retro bowling lanes. Empire City Casino at Yonkers Raceway is located at 810 Yonkers Avenue (at Central Avenue) in Yonkers, New York, Westchester County (I-87 to Exit 2), open seven days a week from 9:00am to 4:00am. Connect with us on facebook.com/empirecity, follow us on twitter.com/EmpireCity_C, visit www.empirecitycasino.com or call 914.968.4200 for more information.

###