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**BLOODWORKS NORTHWEST PARTNERS WITH LOCAL BREWERIES AND FLATSTICK PUB TO LAUNCH A BLOOD ORANGE IPA FOR THE *SAVOR LIFE. SAVE A LIFE.* CAMPAIGN**

*Three Magnets Brewery Co. and Lucky Envelope Brewing have joined in creating the “It Takes All Types” IPA to spotlight the current need for blood donations*

**SEATTLE, Wash. (April 11, 2022)** – [Bloodworks Northwest](#) is partnering with local breweries Three Magnets Brewing Co. and Lucky Envelope Brewing to launch a new beer, a red IPA with a blood orange zest named “It Takes All Types.” Its release at all Seattle-based Flatstick Pub locations is in conjunction with the ongoing [Savor Life. Save a Life.](#) campaign, a culinary-focused community initiative with the goal of recruiting 10,000 new and re-engaged blood donors by end of June. Through this campaign, Bloodworks aims to support patients at local hospitals who rely on blood transfusions for cancer treatment, surgeries and bleeding disorders.

The It Takes All Types IPA will launch on Thursday, April 14, during a [gathering](#) of participating brewers, culinary leaders and Bloodworks representatives at [Flatstick Pub](#) in South Lake Union from 3:00 to 6:00 p.m. During the event, attendees are welcome to get a first taste of the new beer, while listening to people sharing their inspirational stories about the importance of blood donations and the community coming together during this time of need.

“Giving blood is something that’s very simple. It does not take much time, but makes such a massive impact,” said Three Magnets co-owner Sara Reilly. “People have to remember that it is something they need to try to do on a regular basis and consistently give.”

The brewmasters of [Three Magnets](#) and [Lucky Envelope](#) each have their own personal connection to blood donations that motivated them to join the *Savor Life. Save a Life.* [coalition](#) and provide their beermaking services. Reilly wanted to get involved because blood transfusions helped save her father’s life, whereas the head brewer of Three Magnets, Aaron Blonden, came into the world with newborn

jaundice and received a transfusion before leaving the hospital. The co-founder of Lucky Envelope Brewing, Barry Chan, says his wife needed blood during the birth of their second child.

“It was not a necessarily complicated birth by any means, but it was still complicated enough that we knew she needed to get a few pints of blood,” said Chan. “That was kind of eye-opening, for something that could seem as normal as a birth—even then it is a common occurrence to need blood. Even before then, I’d been donating blood to Bloodworks Northwest several times a year.”

The nation’s blood supply remains at one of its lowest levels in recent years, and the Pacific Northwest is experiencing dangerously low levels—hovering at less than one day’s supply of certain critical blood types. Since the beginning of the COVID-19 pandemic, blood donations have been down 35%, due to would-be donors avoiding public spaces, including donation centers, the spike in COVID infections and confusion over eligibility after having received a vaccination.

In an effort to stabilize the blood supply, the launch of the It Takes All Types IPA and the partnership between Bloodworks Northwest and these two local breweries and Flatstick Pub aim to raise awareness around the importance and impact of donating blood.

“We wanted to use beer for a good cause: to help tell the story of the supply chain that we are dealing with and correlate that to the supply of blood in the States right now,” said Blonden.

Using only ingredients from Washington and Oregon, the IPA celebrates the local community—the same community served by Bloodworks Northwest. Local producers teaming up with Three Magnets Brewing Co. and Lucky Envelope Brewing to donate ingredients and services for this beautiful and delicious IPA include Skagit Valley Malting of Burlington who donated grain, Imperial Yeast of Oregon who donated yeast, and Cascadia Canning who contributed the canning and kegging. The “It Takes All Types” IPA will be available at all Flatstick Pub locations while supplies last and other Savor Life. Save a Life. participating restaurants and bottle shops in Western Washington and Western Oregon. Limited cans available through Porch Drops, [www.porchdrops.com](http://www.porchdrops.com), beginning April 20th.

“At Flatstick, we’re passionate about craft beer and supporting our community,” said Flatstick Pub co-owner Andy Largent. “We’re excited to be part of the Savor Life. Save a Life. coalition and to share this special IPA with our amazing customers to raise awareness of the lifesaving need for blood donations and celebrate giving back.”

Bloodworks Northwest is an independent nonprofit organization harnessing donor gifts to provide a lifesaving blood supply to more than 90 hospitals in Washington and Oregon. Only 38% of the population is eligible to donate blood, due to health and age requirements and other key factors; and only 10% of eligible donors give blood. (For more information on eligibility, please visit [www.bloodworksnw.org/donate/eligibility](http://www.bloodworksnw.org/donate/eligibility).)

Due to this small pool of donors, Bloodworks Northwest and the culinary community are urging those who can to donate blood regularly. In Washington and Oregon, 1,000 donors per day are needed to keep the blood supply at a safe and reliable level, since every two seconds, someone in our region needs

blood. It does not take much for the supply to drop: one snowstorm, one tragedy, one heatwave can send it back to an unsafe level.

The *Savor Life. Save a Life.* campaign to recruit blood donors will also include a monthly giveaway. Anyone who donates blood can [enter to win](#) one-of-a-kind culinary prizes, such as the April prize of a market-to-table cooking tour for six, which Chef Traci Calderon will lead through Pike Place Market, followed by an interactive cooking experience in the Atrium Kitchen. The winner and their guests will also receive a Pike Place Market gift basket and a one-night stay at The State Hotel (in up to three rooms).

For more information about *Savor Life. Save a Life.* or to download a campaign kit or learn about upcoming events, the giveaways or scheduling a blood donation, please visit [www.bloodworksnw.org/savorlife](http://www.bloodworksnw.org/savorlife).

### **About Bloodworks Northwest**

*Bloodworks Northwest is backed by 75 years of Northwest history and 250,000 donors. It is local, nonprofit, independent, volunteer-supported and community-based. A recognized leader in transfusion medicine, Bloodworks serves patients at hospitals in Western Washington and Oregon —partnering closely with local hospitals to deliver the highest level of patient care. 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 our services, expertise, laboratories and research. Blood donation appointments can be scheduled at [bloodworksnw.org/savorlife](http://bloodworksnw.org/savorlife).*

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