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News Release

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FOR IMMEDIATE RELEASE

INSERT/ATTACHED PHOTO: Northeastern High School Lead the Way Scholarship presentation: (L-R) CBC's Cora Johnson; winners Evan Binkley & Krista Felzien; blood drive coordinator Megan Conley; Vice Principal Vinnie Spirko.

5 SENIORS SHINE WITH 'LEAD THE WAY' SCHOLARSHIPS CREATE BRIGHTEST BLOOD DRIVE IDEAS IN CBC/VECTREN COMPETITION



DAYTON, Ohio – Five area high school seniors have each earned \$1,000 for college tuition by crafting the brightest ideas for boosting blood donations in the 2017 Community Blood Center/Vectren Lead The Way Creative Scholarship competition.

The 2017 Lead The Way winners are: Aliya Stine from Newton High School, Karilyn Willenbrink from Miami East High School, Kayla Kohler from Botkins High School, and Krista Felzien and Evan Binkley, both from Northeastern High School. It's the first time since 2014 that a single high school has had two scholarship winners in the same year.

The applicants were challenged to design a winning marketing campaign for a high school blood drive. They submitted a campaign slogan, explained why it would encourage fellow students to donate, and expressed their campaign theme with one or more innovative and artistic marketing techniques.

Aliya Stine, Newton High School: “Be The Red.”



Aliya is a Newton High senior from Troy. She chose the theme of patriotism and unity with the common good of blood donations. She designed a t-shirt with a waving American flag and blood drop, with three red stripes, the others white and grey. It includes her slogan, “Without You There’s Only White and Blue – Be The Red.”

“I chose a patriotic theme for my campaign because during my lifetime I don’t remember a time of such unrest in our country,” she wrote. “I would like to challenge others to work together for positive changes. My ‘Be the Red’ campaign will hopefully inspire others to put their political differences aside and work together to help others.”

Aliya plans to major in biology at Mt. Vernon Nazarene University and become a physician’s assistant.

Krista Felzien, Northeastern High School: “Every Drop Has a Story.”



Krista Felzien from South Vienna is one of two winners from Northeastern High this year, and she’s the second winner in her family. Krista’s sister Jennifer won a 2014 scholarship with a poetry submission and Krista is just as creative.

She formed a giant “blood bag” display out of paper and plastic tubing and invited her classmates to interactively participate by adding their thumbprints in red ink after donating. The design included her campaign slogan, “Every Drop has a Story.”

“Each ‘drop of blood’ on the poster is the actual thumbprint of someone who donated blood at the drive I coordinated in December of 2016,” Krista wrote. “Each donor has their own story, and is leaving a unique imprint on the world and the lives of others. Like thumbprints, everyone’s story and reason to give is different. In addition, every drop of blood donated gives the recipient the chance to continue their own story.”

Krista plans to major in nursing at Wright State University and become a pediatric nurse practitioner.

Evan Binkley, Northeastern High School: “Old MacDonald Gave Some Blood, AB-A-B-O”



Evan Binkley from Springfield is one of two Northeastern High seniors to win LTW scholarships this year. Every year, scholarship applicants find ways to use humor to communicate a serious message and Evan’s theme is one of the best.

Evan borrowed the “The Old MacDonald Had a Farm” nursery rhyme for his campaign slogan, “Old MacDonald gave some blood, AB-A-B-O... if Old Mac can do it, so can YOU!” The illustration for his t-shirt includes a cartoon baby pig and

lamb.

“I attend a rural school and the students are always made fun of for being ‘farm kids,’” Evan wrote.

“Farming is just one of the many ways one person can help others, i.e. growing food to feed others.

“I know that giving blood, regardless of a person’s occupation, is another example of one way that a person can help others. The farm song is universal, so rural school or not, everyone knows it.”

Evan plans to major in computer science and engineering and minor in music. He would like to work in the music business or in music therapy.

Karilyn Willenbrink, Miami East High School: “The Blood is The Life.”



Karilyn Willenbrink is a Miami East senior with five lifetime blood donations, and she was clearly on a mission with her winning Lead The Way campaign. Tired of waiting for vampire humor at blood drives, she wrote, “I figured this scholarship was my opportunity to change that.”

She designed a black t-shirt with red vampire lips and fangs with the slogan, “The Blood is The Life.”

Karilyn says her research into Dracula quotes revealed a universal message. She wrote, “I was taken aback by how much this one summed up everything blood donation is about: saving lives.”

“Not everything in Dracula is scary or painful... there is motivating knowledge that ‘the blood is the life’ and it can save the lives of others. For those who already donate as much as possible like I do, this will serve as a reminder as to what their visits to Community Blood Center truly mean.”

Karilyn plans to study theater and creative writing at Ohio University and would like to work as an actress, writer, and high school theater director.

Kayla Kohler, Botkins High School: “Keep the Beat Pump’n.”



Kayla Kohler is a Botkins High senior from Wapakoneta. Her goal was to encourage a high-energy, high-volume music-minded support for donating with her theme, “Keep the Beat Pump’n.”

“The real question here is, ‘Why would students not be excited about giving the gift of life?’” she wrote. “I’ve created an upbeat theme to spark them into donating.”

Kayla created a front-and-back t-shirt design that includes red blood bags and tubing that form EKG lines and a heart. She included photos of herself modeling the t-shirt.

“The thought behind this is to demonstrate how donating your blood is a celebration of life that brings members together,” she wrote, “and what’s a better way to experience this kind of connection than through music?”

Kayla plans to study nursing at Wright State University. Her main interest is in the trauma nursing field.

The \$5,000 Lead The Way scholarship program is supported by a grant from Vectren. CBC and Vectren annually award \$1,000 in college tuition assistance to five graduating, college-bound seniors whose high school hosts a CBC blood drive.

Learn more at www.GivingBlood.org

Connect with Community Blood Center for the latest information and services at www.GivingBlood.org. Get fast and complete answers on how to make your first donation, organize a blood drive, or bring our education program to your school. Get all the updates in the CBC/CTS newsroom, find quick links to our social media pages, or schedule your next appointment to donate by connecting to www.DonorTime.com.

Blood donation requirements: Donors are required to provide a photo ID that includes their full name. Past CBC donors are also asked to bring their CBC donor ID card. Donors must be at least 17 years of age (16 years old with parental consent: form available at www.givingblood.org or at CBC branch & blood drive locations), weigh a minimum of 110 pounds (you may have to weigh more, depending on your height), and be in good physical health. The Food and Drug Administration (FDA)

changes blood donor eligibility guidelines periodically. Individuals with eligibility questions are invited to email canidonate@cbccts.org or call 1(800)388-GIVE. Make an appointment at www.DonorTime.com.

Community Blood Center/Community Tissue Services® is an independent, not-for-profit organization. Community Blood Center provides blood products to 25 hospitals and health centers within a 15-county service area in the Miami (Ohio) and Whitewater (Indiana) Valleys. For more information about Community Blood Center/Community Tissue Services®, visit www.givingblood.org.

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