

FOR IMMEDIATE RELEASE

# Press Release



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## Business for Good

We invest in people to build better businesses, stronger communities, and a more equitable world.

Through sustained investment in people, and a belief in the transformative power of entrepreneurship, we're working toward a world for everyone, built by everyone.

April 19, 2023

## BUSINESS FOR GOOD™ AND RED CROSS OF EASTERN NEW YORK LAUNCH NEXT GENERATION BLOODMOBILE

*A celebration and an active blood drive accompanied today's ribbon-cutting of the vehicle, to be used in Albany and throughout New York's Greater Capital Region.*

**Albany, New York** - The American Red Cross of Eastern New York is preparing to launch two Next Generation Bloodmobiles, thanks to the generosity and vision of Ed and Lisa Mitzen, co-Founders of Business for Good (BFG).

A ribbon-cutting ceremony, tours and launch of the new vehicle for the Capital Region were held earlier today at the Red Cross Chapter at 33 Everett Road, Albany. BFG co-Founder Ed Mitzen and American Red Cross Regional CEO Kevin Coffey were the first to donate blood on the vehicle as part of the inaugural drive. Today's drive filled all open appointments and is expected to deliver 25 units of blood to hospitals and patients in need.

"We are so grateful to Ed and Liza Mitzen for their vision and commitment to addressing the needs of our community. These new vehicles allow us to collect lifesaving blood throughout our region and reach many communities for the first time," said Kevin Coffey, Regional CEO American Red Cross.

"We are thrilled that this vehicle will play a key part in the collection of blood in the Albany area. The need for blood is constant and these vehicles allow for a more inclusive future in blood collection," said Ed Mitzen, co-Founder of Business for Good.

"At BFG, we are always looking for the projects and donations that will inspire others to do good in their communities. Giving blood is an act of volunteerism that literally saves lives, so the idea of a new vehicle that makes that generous act of donating easier is totally aligned with our mission," said Lisa Mitzen, co-Founder of Business for Good.

Every two seconds someone needs blood and the Red Cross supplies nearly 40 percent of the nation's blood supply. Mobile collections are the backbone of the Red Cross blood mission. The new state-of-the-art vehicle embraces the new social norms and includes advanced air ventilation systems, flexibility in space arrangement and freedom to bring drives directly into communities. As the bloodmobile visits neighborhoods throughout the Capital Region, it's a moving reminder of the need for blood.

Each vehicle is anticipated to collect 3,000 units of blood annually with each unit collected having the potential to save more than one life.

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The vehicle will be seen throughout Albany in the weeks and months ahead as it fulfills its role as a key element in blood collection throughout the Greater Capital Region, with over 25 drives booked for the bloodmobile from now until end of July.

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**About Business for Good™**

With values rooted in equity, access, opportunity, and prosperity, Business for Good has advanced the model of traditional venture philanthropy to Do Good and Give Back to communities in the Greater Capital Region of Albany. Formed in 2020, BFG seeks to give back to move forward and is rooted in the core principle of “for good, not gain.” Its efforts were recognized on a national level with a 2022 Fast Company’s World Changing Ideas Honorable Mention, which recognizes pioneering teams that are playing an important role in the betterment of the world through intentional philanthropy. Comprised of a mission-focused team, Business for Good™ believes no challenge is insurmountable through hard and thoughtful work. With a goal to provide businesses and organizations with sustained support, BFG invests in people for the long term and in every way. Business for Good: building better businesses, stronger communities, and a more equitable world. To learn more, visit [www.bfg.org](http://www.bfg.org)

**About American Red Cross:**

*The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit*

*[www.redcross.org/eny](http://www.redcross.org/eny) and follow [@RedCrossENY](https://twitter.com/RedCrossENY) on Twitter*

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