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Blood, sweat and steers: Blood drive helps community

Photo by Marie Baxter / Reno Rodeo Foundation



Washoe County District Attorney Dick Gammick was among the first in line to donate blood at the Reno Rodeo Blood Drive.

By Guy Clifton

Reno Rodeo members and fans put on their boots and rolled up their sleeves for a good cause in March at the Atlantis Casino Resort.

They were participating in the first Reno Rodeo Blood Drive and trying to collect as many units as possible for United Blood Services, which brought its mobile van to the west parking lot of the Atlantis.

“It’s a good cause,” said Emily Woodside, 23, of Reno, who was donating blood for the first time. “I’m part of the Reno Rodeo, and I thought this was a good place for my first time.” Washoe County District Attorney Dick Gammick, a Reno Rodeo Association member, was among the first in line to donate blood. He, too, said the event is for a good cause.

Blood donors each received a coupon for a free pizza at the Atlantis' Cafe Alfresco, rodeo tickets and were put into drawings for dozens of other prizes.

The blood drive is part of the Reno Rodeo's Team 355 program, which promotes the rodeo and its community involvement throughout the year.

It's designed to raise the profile of the rodeo, Reno's longest-running special event, and also to do good deeds in the community.

"We have 10 days in June when people and businesses in the community give to us, and the other 355 days of the year, we want to give back to them," rodeo spokesman Steve Schroeder said.

The rodeo is a nonprofit organization, and through its charitable arm, the Reno Rodeo Foundation, donates thousands of dollars to local charitable and youth organizations in Northern Nevada each year.

The Reno Rodeo also funds college scholarships to more than a dozen college-bound students each year.



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