

## **Lite Rock 105 personality donates blood for the first time.**

When Heather Gersten of Lite Rock105's morning team donated blood for the first time this summer, it was an experience that left her feeling ... well ... like "wonder woman."

"Someone once told me an hour of my time is one more sunrise for someone else" said Gersten, reflecting on her donation last July. She donated blood after working on air for three years with a fund to help kids with cancer, and after her exposure to the Tomorrow Fund, an organization that provides support for children with cancer and their families.



Prevented at times from donating in the past because of anemia, Gersten was not only "excited" about donating, but found that her example sparked some listeners to donate blood as well.

"I'm pleased people came in and donated because of me," said Gersten, noting that one man remarked "if Heather can do it, I can do it."

Married to a Waltham, MA firefighter, Gersten came to New England from New York City. She was raised in New Rochelle, NJ and attended Seton Hall University in New Jersey. She's worked in radio for nearly 20 years, landing her first radio job when she was 18.

Now Gersten uses her time on radio to promote blood donation.

She also reflects on the potential impact blood donation could have on her family. "It might not be my kid now who needs it (blood donation), but down the line..." Gersten is the mother of two boys – Jack, 5, and Dylan, 3.

Excited about her first blood donation, Gersten said she found the process "very easy," and the feeling afterwards exhilarating: "I felt like Wonder Woman."