



Media Release

Contact: Odette Struys
Public Relations Manager
The Blood Alliance
cell: 904.707.9301
ostruys@thebloodalliance.org

FOR IMMEDIATE RELEASE

The Blood Alliance Needs You at College Week's Blood Drive!

ST. AUGUSTINE, FL, January 22, 2010 – The Blood Alliance is the only provider of blood and blood products to local area hospitals and it needs your help during College Week! The community blood bank must collect 350 pints every day to meet the current needs of local hospitals and it is looking forward to seeing returning donors while seeking new blood donors during College Week. The Bloodmobile will be parked in front of Ringhaver Student Center (50 Sevilla Street) on Monday February 8 and Tuesday February 9 from 11:00a.m.- 6:00p.m.

Tee-shirts will be given to all who donate and those that attempt to donate, while there will also be free pizza sponsored by 5-Star Pizza.

To avoid any lines, donors are encouraged to register online at: www.igiveblood.com (click on the **Donor Link** tab).

For more information about this blood drive, please contact College Week's Chairperson, Brittany Fields, at: 757.275.6037.

About The Blood Alliance

The Blood Alliance (TBA) provides blood and blood products to more than 20 hospitals and medical facilities in 10 counties serving Northeast Florida, and portions of Georgia and South Carolina. It provides the best possible blood banking system to the regions it serves and is a member of America's Blood Centers – a national network of independent community blood centers responsible for nearly half of the nation's blood supply. TBA opened in 1942 and is a non-profit community blood center licensed by the FDA and accredited by the AABB. For more information please visit: www.igiveblood.org or call 800.447.1479.

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