



MEDIA RELEASE

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For Immediate Release

Armed Services Blood Program Recognizes The Blood Alliance: *For Collaboration With Naval Hospital Jacksonville*

JACKSONVILLE, FL, January 28, 2010 - The Blood Alliance (TBA), in response to a request from the Armed Services Blood Program, is assisting the Naval Hospital in Jacksonville with blood products for victims of Haiti's earthquake. These products will supply military medical relief efforts, such as the USNS Comfort, the USS Bataan, or the Naval Hospital at Guantanamo.

"We are extremely grateful for the willingness of community blood banks, like The Blood Alliance, to step up and answer the call for blood, when needed," said Army Colonel Frank Rentas, director of the Armed Services Blood Program Office.

As of last week, The Blood Alliance fulfilled a new request to provide Naval Hospital Jacksonville with an additional supply of apheresis platelets -- used to help control bleeding and enhance the clotting process. TBA will continue to stand ready to help meet the hospital's need for blood products.

"The Blood Alliance is one of many independent blood centers across the country that enjoys a good working relationship with our military partners," said Valerie Collins, MT (ASCP) SBB, Chief Operating Officer of The Blood Alliance. "We are pleased that we and our local donors can assist the Armed Services Blood Program's effort to provide this much needed relief to Haiti."

During times of disaster, whether of global magnitude, or domestic, or the private tragedies we face with our families and friends, we are reminded of the importance of blood donation, and particularly of the need to donate regularly. The Blood Alliance, like all community blood banks, depends on this community to keep its supply filled before a disaster happens. There is no substitute for blood making each of us the ultimate human resource.

About The Armed Services Blood Program

The Armed Services Blood Program (ASBP) is the official U.S. military blood program. A tri-services program, the ASBP provides an opportunity for service members, their families, and civilians to support our military in a definitive, meaningful way. Our mission, to provide quality blood products and services for all worldwide customers in peace and war. To find out more about the official U.S. military blood program, visit us online at www.militaryblood.dod.mil, or chat with us at www.facebook.com/militaryblood.

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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