



## *Media Advisory*

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### **FOR IMMEDIATE RELEASE**

JACKSONVILLE, Fla., December 3, 2009

#### **The Blood Alliance Holds “Jaguars Gift of Life” Blood Drive**

- Who: The Blood Alliance and the Jacksonville Jaguars
- What: The Blood Alliance “Jaguars Gift of Life” Blood Drive
- Why: The Blood Alliance needs to collect 350 pints of blood every day to keep up with the needs of area hospitals as the sole local provider of blood. Traditionally during the holiday season, people dedicate less time to giving blood and The Blood Alliance sees a 10-15% decrease in donations over the holiday months. It just takes one hour to donate one pint of blood which could save three lives.
- When: Tuesday, December 8, 2009, from 7:00 a.m. – 10:00 p.m.
- Where: Jacksonville Municipal Stadium (1 Stadium Place, Jacksonville, Fla. 32202)
- Giveaways:
- ◆ Every donor will receive a gift bag including a commemorative t-shirt
  - ◆ Raffle for a chance to win 1 of 20 pair of tickets to a luxury suite cabana for the upcoming Jacksonville Jaguars vs. Indianapolis Colts game on December 17
  - ◆ Jaguars players will be onsite throughout the day to sign autographs
  - ◆ Raffles for autographed Jaguars footballs
  - ◆ Appearances by the Roar and Jaxson De Ville
  - ◆ Regal Cinemas will also be on location with the prize wheel and free tickets to the movies

To schedule your blood donation appointment, please visit our online donor registration website at: [www.thebloodalliance.com](http://www.thebloodalliance.com) For more information about the event, please call John Helgren, Special Events Manager for The Blood Alliance at: 904.353.8263 ext. 2325. For media interviews please contact Odette Struys, Public Relations Manager at 904.707.9301.

#### **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, 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](http://www.igiveblood.org) or call 800.447.1479.