

# MEDIA ALERT



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To: ALL MEDIA  
Date: July 7, 2008  
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## Blood Donors Receive Big Red Gifts

**What:** Give back to our community in a special way this summer. Our local blood center is in need of donations and you can help save lives by donating blood. All donors will receive special summer coolers, backpacks, towels and cups as a way of saying "thank you" for giving.

Florida's Blood Centers is offering branch donors a Big Red Cooler just in time for a beach trip or weekend getaway. Donors on the Big Red Bus will receive a Little Red Pack backpack. Ask about how you can receive a special Big Red Towel by donating to specific patients.

Check out donor eligibility questions on our Web site at [www.floridasbloodcenters.org](http://www.floridasbloodcenters.org).

**When:** July 1-31, 2008. Big Red Bags, Big Red Towels and Cups will be available for donors at Florida's Blood Centers' branch locations only. Donors on the Big Red Bus receive the Little Red Pack backpack.

**Where:** **Any Florida's Blood Centers' location.**  
For branch locations please call 1-888-9DONATE or log on to [www.floridasbloodcenters.org](http://www.floridasbloodcenters.org).

**Who:** Any person who has ever considered giving blood should contact **Florida's Blood Centers**. Every blood type is currently needed. Cancer patients are in daily need of treatment, burn victims use plasma, trauma victims need red blood transfusions and patients having routine surgeries depend on the gift of a volunteer donor. Donors can be as young as 16 and there is no upper age limit.

### **Don't Forget the Facts!**

- Every two seconds, someone in the United States needs blood.
- More than 2,000 blood donations are needed each day in Florida.
- Just one donation can help save three lives because it's separated into three components---Red Blood Cells, Plasma and Platelets.
- Donating blood is perfectly safe. A sterile needle is used once for each donor.

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