

MEDIA ALERT



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To: ALL MEDIA
Date: July 16, 2008
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SUMMER DONATIONS NEEDED! GAS CARDS ARE BACK

What: Florida's Blood Centers (FBC) is appealing to the community for blood donations and is once again offering gas cards as incentives for our donors. We all know how high gas prices are affecting us, and we know how critical blood donations are to our community.

Between July 17 and July 31 donors will have their choice of a \$10 BP gas card or a Big Red Bag cooler when they come to branch locations. Gas cards and Big Red Bags coolers are limited to one per donor. Check out donor eligibility questions on our Web site at www.floridasbloodcenters.org.

When: Gas cards and Big Red Bag coolers will be available **July 18-31, 2008** at branch locations ONLY.

Where: **Any Florida's Blood Centers location.** The offer does not apply to mobile donations. For branch locations please call 1-888-9DONATE or log on to 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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