



Media Advisory

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FOR IMMEDIATE RELEASE

NE Florida's Second 100 Gallon Donor Hits Mark at Jaguars Gift of Life Blood Drive

JACKSONVILLE, Fla., December 8, 2011 -- The Blood Alliance (TBA), enriching lives since 1942, is proud to congratulate Dean Willis on reaching his 100-gallon level of donating blood to save lives. Willis will donate his 100th gallon on December 13, 2011, at 7:30am, at the ****Jaguars Gift of Life Blood Drive** at the West Touchdown Club of Everbank Field (1 Stadium Place, Jacksonville, FL 32207).

Getting to 100 gallons! Dean's Story In His Words...

I started donating just like most other folks - a family member needed blood. My wife's dad was having heart by-pass surgery back in 1975. His surgery went well and I went on about life without giving another thought to donating blood for a few years. I really don't remember why I did return to donate the second time, but I became a regular whole blood donor. A few years later I started giving platelets and stayed on a regular schedule.



Just when I was about to quit again, I got a call asking if I would come in to donate earlier than my scheduled appointment, specifically for a child, locally, that was receiving blood products on a frequent basis who had started rejecting the transfused platelets. My particular HLA and MHC were the closest match available in our region and that they needed me to help this child. I donated for that child two or three more times in a fairly short period of time and each time someone from the hospital was waiting to take the product directly to the patient for immediate transfusion.

As I reflected on the turn of events, I determined that a power greater than I was trying to tell me, that what I was doing was bigger than my personal interests and "comfort." It was then that I decided to continue donating on a regular basis as long as my health and other determining factors made it possible. So, here I am 100 gallons later.

Dean E. Willis, DrPh, MPH, MS, works for the Florida Department of Health and is the Director of the Bureau of Laboratories – Jacksonville.

The media is invited to mark Willis' milestone on December 13, at 7:30 a.m. at the Jaguars Gift of Life Blood Drive. For media inquiries, please contact, Odette Struys, Public Relations, at 904.707.9301.

****Jaguars Gift of Life Blood Drive**

The Jaguars Gift of Life Blood Drive will be held all day from 7:00 a.m. to 8:00 p.m. at the West Touchdown Club of Everbank Field with a full day of planned family activities, appearances by Jaguars, The ROAR and Jaxon De Ville, with giveaways and a fireworks show at 7 p.m. Random drawings include Jaguars suite and club tickets, TBA gift bags will be given to all donors, while all who register to donate will automatically be entered to win a 2012 Honda Civic LX from Honda's for Less. 1000 donors are urged to participate to help keep NE Florida's blood supply robust during the upcoming holiday season. Visit www.igiveblood.com to make an appointment or call 888-99-TBA-HERO.

FACT: The Blood Alliance is the sole provider of blood to all Northeast Florida hospitals. It must collect blood from more than 360 people every day to meet the demands of those hospitals.

About The Blood Alliance

The Blood Alliance (TBA) provides blood to more than 40 hospitals and medical facilities in Florida, Georgia, and South Carolina. It provides a safe and adequate blood supply 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 has been enriching lives since 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.com or call: 888.99.TBA.HERO.