



Media Release

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The Blood Alliance Debuts 2nd Smart Phone App ***iDon8 App now available for iPhones, iPads and Androids***

JACKSONVILLE, FL, September 26, 2011 -- The Blood Alliance (TBA), enriching lives since 1942, has expanded its mobile universe reach with its free app, **iDon8**, now available on Android phones (for Android version 2.1 and higher). In October, 2010, TBA became one of the first community blood banks in the nation to introduce a smart phone App, **iDon8**, for free downloads on iPhones and iPads.

The **iDon8** App offers eligible donors the opportunity to keep a record of their previous donations, alert them of their next available date to donate, and conveniently provides locations of blood drives via *Google Maps*. **iDon8** also provides donors with area notifications when the community blood supply becomes low or critical.

“Convenience is the best resource in reaching donors and staying in touch with our daily blood supply levels,” said Robert Sanchez, director of Donor Resources and Marketing. “We hope this will encourage smart phone users, especially high school students, to become a part of our community of life saving heroes!”

Download TBA’s free smart phone applications by visiting:

Android App Store: <https://market.android.com/search?q=idon8&so=1&c=apps>

Apple App Store: <http://itunes.apple.com/us/app/idon8/id394423360?mt=8>

FACT: The Blood Alliance must collect blood from more than 360 donors every day to meet the needs of area hospitals as their sole provider of blood.

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.

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