



Media Release

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FOR IMMEDIATE RELEASE

The Blood Alliance Teams Up with Belk: *Belk Gift Cards to first 30 donors!*

HILTON HEAD, SC, December 21, 2011 -- The Blood Alliance (TBA), enriching lives since 1942, is teaming up with Belk on Hilton Head Island to make holiday buying at Belk a little easier! Gift cards ranging from \$5.00 to \$100.00 will be given to the first 30 donors who support the Mall at Shelter Cove's blood drive on Monday, December 26!

Blood Drive Details:

Monday, December 26, (1:00 p.m. - 5:00 p.m.)
The Mall at Shelter Cove – Belk Service Court
24, Shelter Cove Lane
Hilton Head, SC 29928

“Thanks to Ian Hannah, the store manager at the Hilton Head Belk for his generosity and collaboration with The Blood Alliance,” said Michael Mathews, Center Manager for The Blood Alliance in South Carolina. “It is truly wonderful when our community comes together with us, to help us help local patients as the area’s sole provider of blood to Hilton Head Island Hospital.”

To make an appointment to donate visit our website at: www.igiveblood.com, use our iPhone and Droid app at: “iDon8” or call The Blood Alliance at: 888-99-TBA HERO (888.998.2243).

FACT: If donors gave two times per year, blood shortages could be prevented. The Blood Alliance must collect blood from 360 donors every day to meet the needs of area 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.