



Media Advisory

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FOR IMMEDIATE RELEASE

JACKSONVILLE, Fla., December 6, 2011

The Blood Alliance's 17th Annual Jaguars Gift of Life Blood Drive:

**1000 donors urged to register to save local lives*

***100-Gallon Donor will reach milestone at Jaguars Gift of Life Blood Drive!!*

- Who:** The Blood Alliance (TBA), the Jacksonville Jaguars and Action News
- When:** Tuesday, December 13, 2011
- Time:** *7:00 a.m. – 8:00 p.m.
**at 7:30 a.m. – Dean Willis will reach his 100 gallon donation milestone
(see full details attached below)
- Where:** West Touchdown Club, Everbank Field (1 Stadium Place, Jacksonville, Fla. 32202)

Gift of Life Activities:

- o Appearances by Jaguars Players, The ROAR and Jaxson de Ville and Ronald McDonald
- o Live music (12-8 p.m.)
- o Free massages (1-5 p.m.)
- o A magician & balloon art (1-6 p.m.)
- o Clowns (6-8 p.m.)
- o Face Painters (2-8 p.m.)
- o Fireworks show at Everbank Field (7 p.m.)

Gift of Life giveaways include random drawings for:

- o 10 pairs of tickets to the Jaguars vs. Colts game from a private luxury suite on January 1 at EverBank Field, including free food and drinks
- o 2 pairs of club seat tickets to the Jaguars vs Colts game on Jan. 1 at Everbank Field

- 10 autographed Jaguars footballs
- Autographed Jaguars replica helmet
- *Every* donor will receive a gift bag with a commemorative t-shirt, Jaguars koozie, a TBA donor license plate, along with a TBA pen, TBA magnet, TBA notepad and a free beverage voucher from McDonalds
- *Everyone* who registers will automatically be entered into a random drawing for a 2012 Honda Civic LX from Hondas-for-Less-Dot-Net.

**Honda car winner must be 18 years old and a licensed driver. Winner will be responsible for all necessary documents, all applicable taxes and cost of the tag and title. Employees of The Blood Alliance and their immediate family members are not eligible for this promotion.*

To schedule your appointment, please visit our website: www.igiveblood.com or use our new iPhone and Droid app **iDon8** or call us at: 888.99.TBA. HERO (888.998.2243).

Northeast Florida's Second 100 Gallon Donor: Reaches milestone at Jaguars Gift of Life Blood Drive!

The Blood Alliance (TBA) 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 7:30 a.m., at the "Jaguars Gift of Life Blood Drive," at the West Touchdown Club of Everbank Field in Jacksonville, FL.

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 at the Jaguars Gift of Life Blood Drive, at 7:30 a.m., when he makes his 100th blood donation. **For media inquiries or interviews with Willis, please contact, Odette Struys, Public Relations, at: 904.707.9301.**

FYI: Full Media Kits with detailed drive information, giveaways etc will be provided at Gift of Life blood drive.

Fact: One pint of blood can save three lives. The Blood Alliance must collect blood from more than 360 donors EVERY DAY to meet the needs of our area hospitals as the 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.