



Media Release

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EMBARGOED FOR RELEASE TILL: February 7, 2012

The Blood Alliance Gives Community More Than \$24,000:
Recipients include Wounded Warrior Project, Second Harvest, The Donna Foundation and Joshua Frase Foundation

JACKSONVILLE, FL, February 1, 2012 – Donating with The Blood Alliance (TBA) during the months of October, November and December 2011 meant that with one blood donation, donors would help raise money for local breast cancer research, feed local families in need, raise money for wounded warriors, and fund pediatric research for children with deadly myopathies. The Blood Alliance, enriching lives since 1942, will be presenting checks with its community partner Comcast Business Class, on Tuesday, February 7, at 9:30 a.m., at its Deerwood Headquarters. Representatives from Wounded Warrior Project, The Donna Foundation, Second Harvest and the Joshua Frase Foundation will be present for the check presentation.

TBA donated \$1 each to The Donna Foundation (in October), Second Harvest (in November) and the Joshua Frase Foundation (in December) for each blood donation made at any of its donor centers (the promotions did not include bloodmobiles or special events). TBA also donated \$5 for every 50 online accumulated ePoints donated back by donors in its Hero Rewards Store online. Additionally, special Veteran's Day blood drives held in SE Georgia and NE Florida also raised money for the Wounded Warrior Project on November 11th, 2011. To top it off, Comcast Business Class partnered with TBA to contribute \$1,500 to each of these causes, a total of \$6,000.

The check presentations by TBA's Chief Operating Officer, Valerie Collins, will begin at 9:30 a.m. on Tuesday, February 7th, at TBA's Headquarters in Deerwood Park (7595 Centurion Parkway, Jacksonville, FL 32256).

Checks will be presented to:

Wounded Warrior Project (WWP)

Veterans Day 11-11-11 dedicated blood drive to benefit WWP
113 Donors donated their points back to TBA, 368 donations were made at the drive.
Total presented to WWP: **\$3,905.**

The Donna Foundation

303 donors donated their points back to TBA, with 3,076 Donor Center Blood Donations.
Total presented to the Donna Foundation: **\$6,091.**

Second Harvest

503 Donors donated their points back to TBA, with 2,961 Donor Center Blood Donations.
Total presented to Second Harvest: **\$6,976.**

Joshua Frase Foundation

577 donors donated their points back to TBA, with 3,139 Donor Center Blood Donations.
Total presented to Joshua Frase Foundation: **\$7,524.**

The Blood Alliance and its community partner, Comcast Business Class, gives back a total of **\$24,496!**

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