



Media Release

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FOR IMMEDIATE RELEASE

The Blood Alliance Teams up with Second Harvest Food Bank

*One pint saves 3 lives. \$1 feeds six people. **HELP 9 PEOPLE TODAY!***

JACKSONVILLE, Fla., October 28, 2011 – Supporting The Blood Alliance (TBA) in the month of November means you can help nine people with one blood donation! TBA is donating \$1 to Second Harvest North Florida for each blood donation made at any of our donor centers throughout the month of November. Not only does one blood donation save three lives, but each blood donation in November will generate six meals for our local community in need. One Dollar donated to Second Harvest generates six meals or the equivalent of two days of food for a person in need. TBA is additionally donating \$5 for every 50 HERO Rewards Points donated back by donors through our eStore this month. But wait, there's more! Comcast Business Class has partnered with TBA to also make a financial contribution towards this community give-back.

Members of TBA's staff will additionally be volunteering at Second Harvest's annual turkey distribution day at Everbank Field on November 18, where more than 2,500 turkeys and all the fixings are expected to be distributed.

To help TBA give back to Second Harvest, donate blood during November at any TBA donor center (*this promotion does not include blood drives on bloodmobiles*). The blood center located nearest you can be found at **iDon8** (TBA's new free app) on your iPhone or Droid, or by visiting www.igiveblood.com. To make an appointment to donate blood, please visit: www.igiveblood.com, use **iDon8**, or call 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 more than 360 donors every day to meet the needs of our area hospitals.

About Second Harvest North Florida

The mission of Second Harvest North Florida is to distribute food and grocery products to hungry people and to educate the public about the causes and possible solutions to problems of domestic hunger. Second Harvest serves nonprofit agencies in the following 18 counties: Alachua, Baker, Bradford, Clay, Columbia, Dixie, Duval, Flagler, Gilchrist, Hamilton, Lafayette, Levy, Madison, Nassau, Putnam, St. Johns, Suwannee and Union.

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.