



Media Release

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FOR IMMEDIATE RELEASE

The Blood Alliance Teams Up with the Joshua Frase Foundation *December community give-back funds critical research for rare pediatric disorder*

JACKSONVILLE, FL, November 30, 2011 – Donating with The Blood Alliance (TBA) during the month of December means you will be helping fund life saving pediatric research with one blood donation! TBA is donating \$1 to The Joshua Frase Foundation for each blood donation made at any of our donor centers throughout the month of December to honor the brief life of Joshua Frase, and the future lives his Foundation will save with funding for critical medical research in Myotubular Myopathy (MTM). TBA is also donating \$5 for every 50 online accumulated ePoints donated back by donors this month in our Hero Rewards Store located in eDonor at www.igiveblood.com. Additionally, Comcast Business Class is partnering with TBA to make a financial contribution to this cause.

“The Joshua Frase Foundation is dedicated to supporting medical research for MTM to discover the causes of and cures for this deadly disorder,” said Paul Frase, President and founder of the Joshua Frase Foundation. “As a parent who has lost a child, partnering with an organization like The Blood Alliance - that preserves life and saves lives everyday - makes for a perfect partnership. I understand the importance of giving the gift of life, and having it there ready for you when you need it.”



Joshua Frase passed away on December 24, 2010 at the age of 15. His legacy lives on with his Foundation - named in his honor.

What is MTM?

Myopathy is a disease of the muscle tissue. With Myotubular Myopathy (MTM) a genetic error causes abnormal development of muscle cells of a baby in the womb. As these children grow, they experience generalized muscle weakness that translates into a quality of life that is greatly impaired. The simple task of crawling for most is impossible.

To help TBA give back to the Joshua Frase Foundation (www.JoshuaFrase.org), donate blood at any TBA donor center (*this promotion does not include blood drives on bloodmobiles*). The blood center located nearest you can be found using TBA's free smart phone App **iDon8** or by visiting www.igiveblood.com.

To make an appointment to donate blood, please visit: www.igiveblood.com, use TBA's iPhone and Droid App **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 area hospitals.

About The Joshua Frase Foundation

The Joshua Frase Foundation is dedicated to supporting ongoing medical research for myotubular myopathy and other related congenital myopathies. Ongoing research is needed to discover causes of and cures for this deadly disorder. Rather than concentrating in only one area of study, a team of leading researchers has been assembled who will try to combine their respective different areas of expertise into a multi-faceted approach aimed at understanding the pathophysiology of myotubular myopathy so that effective therapies can be formulated. For more information please visit: www.joshuafrase.org

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.