



Media Release

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“Go First Coast Blood Drive!”

Who: The Blood Alliance, SMG and the City of Jacksonville are partnering for the first inaugural "Go First Coast Blood Drive."

Go First Coast Blood Drive details are as follows:

Date and time: August 31, from 7am to 7pm.

Venue: Prime Osborn Convention Center.

Why: The Blood Alliance needs to collect blood from more than 360 people every day to meet the needs of First Coast hospitals as the regions sole provider of blood.

Go First Coast Blood Drive has a goal of **200** donors to participate to give the gift of life!

One pint of blood can potentially save three First Coast lives.

Everyone who registers to donate for "Go First Coast Blood Drive" will be entered into a random drawing for an iPad2.

All those who register to donate will also receive double points that are redeemable in The Blood Alliance's Hero Rewards Store.

How: Register NOW by calling 888-99-TBA-HERO or go to: www.igiveblood.com

Go First Coast!! Give blood. Save lives.

FACT: If donors gave two times per year, blood shortages could be prevented. Blood collected by The Blood Alliance stays right here in our community to treat local patients.

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.