



Media Release

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FOR IMMEDIATE RELEASE

The Blood Alliance Teams Up with Piggly Wiggly to Save Lives! *3rd Annual Grocery Grab at Pooler Piggly Wiggly*

SAVANNAH, GA, Oct 26, 2011 – The Blood Alliance, enriching lives since 1942, in partnership with Piggly Wiggly, is offering one lucky blood donor a chance to win a free three minute grocery grab* at the Pooler Piggly Wiggly (1042 W. Hwy 80, Pooler, GA 31322) on November 22, 2011.

Participants who register to donate at any Savannah mobile blood drive held by The Blood Alliance between November 1-18 will be automatically entered into the random drawing. There will also be a “last chance to enter the grocery grab” blood drive on Saturday, November 19, at the Pooler Piggly Wiggly, from 11 a.m. - 5 p.m. One winner will be drawn and notified on Monday, November 21, 2011.

To make an appointment to donate visit our website at: www.igiveblood.com, use our iPhone and Droid app at: “iDon8” or call The Blood Alliance at: 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 360 donors every day to meet the needs of area hospitals.

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.

**Alcohol, tobacco products, lottery cards, and gift cards are excluded from the grocery grab. Grab is limited to the use of one winner, one shopping cart, and one item of each product selected (e.g., one steak, one gallon of milk, etc.). Employees of The Blood Alliance are not eligible for this promotion.*