



Media Release

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FOR IMMEDIATE RELEASE

The Blood Alliance Teams Up with Harry's Curb Mart & Stewart's Market to Save Lives!

1st Annual Grocery Grab at Local Markets Planned in December

ST. AUGUSTINE, FL, December 15, 2011 – The Blood Alliance (TBA), enriching lives since 1942, in partnership with Harry's Curb Mart and Stewart's Market, is offering one lucky blood donor at each store a chance to win a free \$300 value *grocery grab giveaway just in time for the holidays! Participants who register to donate at both local markets will be automatically entered into the random drawings for the grocery grab.

Participating grocery grab blood drives include:

Harry's Curb Mart
204 State Road 16
St. Augustine, FL 32084
Monday, December 19
11am to 4pm

Stewart's Market
311 Anastasia Blvd
St. Augustine, FL 32080
Thursday, December 22
10am to 4pm

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).

Donors can also "**Like**" Stewart's Market on Facebook for more information about the drive at that location.

**Alcohol, tobacco products, lottery cards, gift cards and firearms/ammunition are excluded from the grocery grab. Employees of The Blood Alliance are not eligible for this promotion.*

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 (888.998.2243).