



## *Media Release*

Contact: John Helgren  
The Blood Alliance  
Special Events Manager  
cell: 904.465.6237

[jhelgren@thebloodalliance.org](mailto:jhelgren@thebloodalliance.org)

### **FOR IMMEDIATE RELEASE**

#### **Pre-Memorial Day Blood Drives:** *In Jacksonville & St. Augustine*

JACKSONVILLE, Fla., May 19, 2011 -- The Blood Alliance needs your help in building the blood supply prior to Memorial Day to ensure that our hospitals have enough blood available for those in need throughout the holiday weekend. All those who register to donate will receive a **free commemorative t-shirt**, and be entered into **prize drawings for gifts** from local merchants!

In addition, everyone who registers to donate will also be automatically entered into a random **drawing for a 2010 smart car\*** from the smart car center Jacksonville, a Brumos Company.

Look for The Blood Alliance Bloodmobiles to donate and save lives in our community:

**When:** Saturday, May 21, from 11a - 5p

**Location 1:** St. Johns Town Center (4663 Riverstreet Drive, Jacksonville, 32246)  
*Across from the Dick's Sporting Goods courtyard*

**Location 2:** Oak Leaf Town Center (8181 Merchants Gate Dr., Jacksonville, 32222)  
*Near the main entrance of the Town Center*

**Location 3:** Prime Outlets-St. Augustine (500 Prime Outlets Blvd., St. Aug., 32084)  
*Next to Saks Fifth Avenue (OFF FIFTH)*

**To make an appointment** to donate visit our website at: [www.igiveblood.com](http://www.igiveblood.com), use our iPhone and iPad app at: "iDon8" or call The Blood Alliance at: 888-99-TBA HERO (888.998.2243).

*\*Smart car promotion goes through May 30, 2011. Smart car winner must be 18 years old and a licensed driver. Winner will be responsible for all necessary documents, all applicable taxes and cost of the tag and title. Employees of The Blood Alliance and their immediate family members are not eligible for this promotion.*

***FACT: If donors gave two times per year, blood shortages could be prevented. The Blood Alliance must collect 360 pints every day to meet the needs of area hospitals.***

***About The Blood Alliance***

The Blood Alliance (TBA) provides blood to more than 20 hospitals and medical facilities in 11 counties serving in Northeast Florida, and regions of 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 opened in 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](http://www.igiveblood.com) or call: 888.99.TBA.HERO (888.998.2243).