



Media Release

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FOR IMMEDIATE RELEASE

The Blood Alliance Provides Blood to Three New SC Hospitals

BEAUFORT, SC, January 20, 2011 – The Blood Alliance is proud to announce that it is now the sole provider of blood to three new hospitals in South Carolina: Hilton Head Hospital (Hilton Head Island, Beaufort County) Coastal Carolina Hospital (Hardeeville, Jasper County) and East Cooper Medical Center (Mount Pleasant, Charleston County). The three new hospitals began their partnership with The Blood Alliance effective on the first of January this year.

“We are delighted about this new partnership and look forward to its growth. The new hospitals take natural advantage of proximity to existing Blood Alliance services currently offered in Beaufort. Our service to these fine hospitals gives us another chance to assure that donors have the very best, localized and relevant blood donation experience,” said Dale Malloy, President and CEO of The Blood Alliance. “We remain committed to providing the safest and most potent blood supply to our participating hospitals, as expected by patients served in these communities.”

The Blood Alliance currently provides blood to more than 20 hospitals and medical facilities in 11 counties serving Northeast Florida, and regions of Georgia and South Carolina. These three new hospitals join a distinguished group that includes the Mayo Clinic Hospital in Jacksonville, FL, Shands Jacksonville, FL, Beaufort Memorial Hospital, SC, and Memorial Health University Medical Center in Savannah, GA, to name a few.

The Blood Alliance has been in the South Carolina market for nearly 10 years. “We came at the invitation of the hospitals, and we appreciate their confidence in us,” said Malloy. “We expect to earn the confidence and support of all blood donors who want to assure that their loved ones, colleagues and area residents have blood available when needed!”

For additional information about The Blood Alliance, please visit www.igiveblood.com or contact Public Relations Manager, Odette Struys, at 904.707.9301 or via email at ostruys@thebloodalliance.org

FACT: 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 or call: 888.99.TBA.HERO (888.998.2243).