



Media Release

Contact: Odette Struys
The Blood Alliance
Public Relations
cell: 904.707.9301

ostruys@thebloodalliance.org

FOR IMMEDIATE RELEASE

PHOTO ATTACHED

The Blood Alliance Welcomes New Mt. Pleasant Consultant

CHARLESTON, SC, November 17, 2010 – The Blood Alliance, enriching lives since 1942, welcomes Paul Swift as its new Donor Resources Consultant for the Mt. Pleasant, SC, area. Originally from Ft. Valley, GA, he moved to Charleston from Columbus, GA.

Swift's most recent position was in sales with State Farm. He has also lived and worked in Daegu, South Korea and Thessaloniki, Greece.

Swift is charged with increasing awareness for the community to donate blood with The Blood Alliance - the new provider of blood to East Cooper Medical Center in Mt. Pleasant.



FACT: The Blood Alliance is the sole provider of blood to East Cooper Medical Center. If donors gave two times per year, blood shortages could be prevented!

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.