



Media Advisory

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FOR IMMEDIATE RELEASE

Three Randomly Drawn College Students Win Scooters from The Blood Alliance!

JACKSONVILLE, Fla. / SAVANNAH, Ga., February 13, 2012 -- The Blood Alliance (TBA), enriching lives since 1942, announces that three randomly drawn college student donors have each won a Peace Sport (Lotus) 50 cc Scooter! The scooter giveaway is part of an ongoing incentive to increase awareness and participation for donating blood among college students. Laura Alexander, a student at the **University of St. Augustine**, Hunter Van Doren a **University of North Florida** student and Ashlyn Deshant, a student at **Savannah College of Art and Design** will only need to show their regular driver's licenses to enjoy their new rides! Presentations for each student will be held separately.

College Scooter Winner #1

Date: Tuesday, February 14
Time: 12:00 PM
Location: **University of St. Augustine**
1 University Blvd., St. Augustine, FL 32086
(In front of Administration Building)
Winner: Laura Alexander (Student at University of St. Augustine)

College Scooter Winner #2

Date: Wednesday, February 15
Time: 12:00 PM
Location: **University of North Florida**
567 St. Johns Bluff Road, Jax, FL 32224
(In Student Union Courtyard)
Winner: Hunter Van Doren (Student at University of North Florida)

College Scooter Winner #3

Date: Tuesday, February 21
Time: 12:00 PM
Location: **Savannah College of Art & Design**
231 West Boundary Street, Savannah, GA 31402
(In front of Café SCAD)
Winner: Ashlyn Deshant (Student at Savannah College of Art and Design)

The Blood Alliance congratulates its winners, and continues to encourage all students to give the gift of life - and to make donating blood a regular part of their community contribution.

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 (888.998.2243).