



## *Media Release*

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### **FOR IMMEDIATE RELEASE**

#### **Smart Car Presentation to Winning Blood Donor!**

JACKSONVILLE, Fla., June 6, 2011 – The Blood Alliance, Northeast Florida’s sole provider of blood to area hospitals, together with the smart car center Jacksonville, A Brumos Company, will present car keys to the winner of its smart car promotion on Wednesday, June 8, at 9:30 a.m., in the main lobby of The Blood Alliance at Deerwood Park (7595 Centurion Parkway, Jacksonville, FL 32256).

“We had about 25,000 donors participate in the smart car promotion that started in December last year (2010). We have been pleased with the turnout, especially over the holiday season, when donations tend to decline,” said Valerie Collins, JD, MT(ASCP)SBB, Chief Operating Officer of The Blood Alliance. “Our need for blood is constant. We must collect 360 pints of blood everyday to meet the demands of our area hospitals, and we depend on our community to make that happen.”

“The Brumos Companies are proud to partner with the Blood Alliance for the smart car campaign. Working together to raise awareness for the importance of blood donations in our community is a smart partnership,” said Jeff Bender, General Manager Mercedes-Benz of Orange Park and smart center Jacksonville. “It is reassuring to have the Blood Alliance serving North Florida, helping treat patients in the local hospitals and saving lives across our community.”

**Who:** The Blood Alliance and the smart car center Jacksonville, A Brumos Company

**What:** Presenting the randomly drawn donor with winning keys to a smart car!

**When:** Wednesday, June 8, at 9:30 a.m.

**Where:** The Blood Alliance at Deerwood Park  
7595 Centurion Parkway, Jacksonville, FL 32256

***FACT:*** *If donors gave two times per year, blood shortages could be prevented.*

#### ***About The Blood Alliance***

The Blood Alliance (TBA) provides blood products to more than 20 hospitals and medical facilities in 10 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).