



Media Release

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FOR IMMEDIATE RELEASE

Win tickets to THE PLAYERS by donating blood!

JACKSONVILLE, FL, May 3, 2011 – The Blood Alliance (TBA), Northeast Florida's sole provider of blood to area hospitals, has joined forces with THE PLAYERS and area country clubs to save lives in our community. Donate at one of TBA's Country Club Challenge Blood Drives and be automatically entered into a random drawing for one of 40 pairs of tickets to THE PLAYERS! In addition, the Country Club with the most donations will earn each donor who donated at that location a \$25 gift certificate to Woody's Bar-B-Q. There's more, 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.

Details of the Country Club Challenge Blood Drives are as follows:

Country Club Challenge Blood Drive #1

Date: May 7
Hours: 11:00 – 3:00 PM
Location: Hidden Hills Country Club
3901 Monument Road
Jacksonville, FL 32225

Country Club Challenge Blood Drive #2

Date: May 7
Hours: 11:00 – 3:00 PM
Location: Jacksonville Golf and Country Club
3985 Hunt Club Road
Jacksonville, FL 32224

Country Club Challenge Blood Drive #3

Date: May 8
Hours: 12:00 – 4:00 PM
Location: The Palencia Club
605 Palencia Club Drive
St. Augustine, FL 32095

Country Club Challenge Blood Drive #4

Date: May 8
Hours: 12:00 – 4:00 PM
Location: Eagle Harbor
2217 Eagle Harbor Way
Fleming Island, FL 32003

To make an appointment to donate visit our website at www.igiveblood.com, use our iPhone/iPad smart app iDON8, or call The Blood Alliance at 888-99-TBA HERO (888.998.2243).

Please contact John Helgren, Special Events Manager for The Blood Alliance, if you have any questions, at: 904-465-6237 or via email at: jhelgren@thebloodalliance.org.

FACT: The Blood Alliance must collect 360 pints every day to meet the needs of area hospitals. If donors donated twice a year, blood shortages could be prevented.

*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

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).