



Media Advisory

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FOR IMMEDIATE RELEASE

Made Your Resolution Yet? We Can Help!

The Blood Alliance Urges You to Donate Life in 2010

JACKSONVILLE, Fla., January 8, 2010 – If you did not get what you wished for over the holidays, you may have a second chance -- with your blood donation! The Blood Alliance invites you to start the New Year with a resolution to save lives and win! “Resolutions for Life” blood drives will be held from **January 11 - 16** at participating fixed locations (Mobile Units are NOT included). Donors who attempt to donate and give the gift of life will be entered for a daily drawing to win Blue Ray players and a grand prize drawing for a 42-inch HDTV.

To donate, visit one of The Blood Alliance’s participating Donor Centers at:

- The Blood Alliance at Deerwood Park (7595 Centurion Parkway) from 8 a.m.-4:30 p.m.
- The Blood Alliance at Mandarin (10501 San Jose Blvd) from 10 a.m.-6 p.m.
- The Blood Alliance at Orange Park (2153 Kingsley Ave) from 12 p.m.-8 p.m.
- The Blood Alliance at West Jacksonville (5209 Blanding Blvd) from 11 a.m.-7 p.m.
- The Blood Alliance at South Jacksonville (8013 Beach Blvd) from 9a.m.-5 p.m.
- The Blood Alliance at Flagler Hospital (110 Health Park Blvd, St. Augustine) 10 a.m.-2 p.m.

Your donation of one pint can save three lives. As there is no substitute for human blood you are the ultimate human resource. The Blood Alliance needs 350 pints every day to meet the demands of our local hospitals as their only provider of blood and blood products. Make your resolution one that saves lives – a gift that keeps on giving!

For more information or to make an appointment to donate, visit our website: www.igiveblood.com or call The Blood Alliance at 904.353.8263.

About The Blood Alliance

The Blood Alliance (TBA) provides blood and blood products to more than 20 hospitals and medical facilities in 10 counties serving Northeast Florida, and regions of Georgia and South Carolina. It provides the best possible blood banking system 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.org or call 800.447.1479.

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