



## *Media Advisory*

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### **FOR IMMEDIATE RELEASE**

JACKSONVILLE, Fla., November 18, 2009

#### **The Blood Alliance Holds “Thanks for Giving” Blood Drive with Community Partners** *First 75 donors will receive tickets to The Florida Ballet’s Nutcracker!*

- Who: The Blood Alliance, St. John’s Town Center, Lite 96.1, Gator Country 99.9 and Country Legends 100.7
- What: “Thanks for Giving” blood drive to SAVE LIVES
- When: Monday, November 23, 2008, 9:00 AM to 6:00 PM
- Where: St. Johns Town Center (4720 Town Crossing Drive, in front of Panera)
- Wow:
- The first 75 donors will receive a pair of tickets to The Florida Ballet’s performance of the Nutcracker!
  - Every donor will receive a gift bag including a commemorative t-shirt along with valuable offers from participating St. Johns Town Center stores!
  - Regal Cinemas will also be on location with the prize wheel and free tickets to the movies!

To schedule your appointment, please visit our online donor registration website at:  
[www.thebloodalliance.com](http://www.thebloodalliance.com)

For more information on the event, contact John Helgren, Special Events Manager for The Blood Alliance at: 904.353.8263 ext. 2325.

*Fact: One pint of blood can save three lives. Someone in the United States needs blood every two seconds. Saving lives takes only one hour of a donor’s time.*

#### **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, portions 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](http://www.igiveblood.org) or call 800.447.1479.