



Media Release

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FOR IMMEDIATE RELEASE

The Blood Alliance Teams up with The Donna Foundation

October community give-back helps fund local breast cancer research

JACKSONVILLE, FL, October 5, 2011 – Donating with The Blood Alliance (TBA) during the month of October means you will be helping fund breast cancer research with one blood donation! TBA is donating \$1 to The Donna Foundation for each blood donation made at any of our donor centers throughout the month of October to honor National Breast Cancer Awareness Month. TBA is additionally donating \$5 for every 50 online accumulated ePoints donated back by donors this month in our Hero Rewards Store located in eDonor at www.igiveblood.com. Additionally, Comcast is also partnering with TBA to contribute a monetary gift to this cause.

“The Donna Foundation funds the critical needs of breast cancer patients plus breast cancer research at Mayo Clinic. We are grateful for The Blood Alliance recognizing our life saving enrichment to the lives of those living with breast cancer,” said Donna Deegan, breast cancer survivor and founder of The Donna Foundation. “This is a wonderful alignment of our two missions. Thank you!”

To help TBA give back to The Donna Foundation (www.thedonnafoundation.org), donate blood at any TBA donor center (*this promotion does not include blood drives on bloodmobiles*). The blood center located nearest you can be found using TBA’s free smart phone App **iDon8** or by visiting www.igiveblood.com.

To make an appointment to donate blood, please visit: www.igiveblood.com, use TBA’s iPhone and Droid App **iDon8**, or call 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 more than 360 donors every day to meet the needs of area hospitals.

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 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.com or call 888.99.TBA.HERO.