



NEWS RELEASE

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KBC kicks off summer with pop-up blood drives

Blood donors save lives, get entered to win new Toyota

Lexington, KY – May 29, 2019– Kentucky Blood Center (KBC) is kicking off a summer full of fun promotions and exciting events on Friday, May 31 with two pop-up blood drives at popular Lexington and Louisville locations of North Lime Donuts. The drives will be the first chance donors have to be entered to win a 2019 Toyota Tacoma 4x4 truck, the summer’s grand prize.

The summer kickoff drives are taking place at North Lime locations in Lexington (Clays Mill Road) and Louisville (S. 7th Street) from 9 a.m. – 2 p.m. Friday. Donors at these drives will get a free raspberry-filled, heart-shaped donut and also will take home special coffee mugs as a token of appreciation for their life-saving donation.

Other pop-up drives and promotions, including movie passes, a chance for Louisville donors to win Bourbon & Beyond tickets and more, will pepper the summer calendar. The summer promotion goes on from May 31 – September 6 and anyone who registers during that time will be entered to win the Toyota Tacoma.



“Summer is such an important time to donate blood,” said Martha Osborne, Vice President of Marketing. “Last summer more than 25,000 donors registered to give blood and we hope to register at least 28,000 donors this summer to meet the needs of our partner hospitals across Kentucky.”

KBC, which celebrated its 50th anniversary in 2018, provides services in 90 Kentucky counties from Pikeville to Paducah, with donor centers in Lexington, Louisville, Pikeville and Somerset.

Donors may give at any KBC mobile blood drive or donor center. KBC donor centers are listed below.

Andover Donor Center

3130 Maple Leaf Drive, Lexington

Beaumont Donor Center

3121 Beaumont Centre Circle, Lexington

Hillview Donor Center

5406 Antle Drive, Louisville

Middletown Donor Center

12905 Shelbyville Road, Louisville

Pikeville Donor Center

472 S. Mayo Trail, Pikeville

Somerset Donor Center

10 Stonegate Centre (Stoptlight 16A), Somerset

To schedule a blood donation or if you'd like more information about hosting a blood drive at your business, place of worship or in your community, visit kybloodcenter.org or call **800.775.2522**. Walk-in donors are always welcome.

Blood donors must be at least 17-years-old (16 with parental consent), weigh at least 110 pounds, be in general good health, show a photo I.D. and meet additional requirements. Sixteen-year-old donors must have a signed parental permission slip, which can be found at kybloodcenter.org.

About Kentucky Blood Center

Kentucky Blood Center is the largest independent, full-service, nonprofit blood center in Kentucky. Licensed by the FDA, KBC's sole purpose is to collect, process and distribute blood for patients in Kentucky. KBC provides services in 90 Kentucky counties and has donor centers in Lexington, Louisville, Pikeville and Somerset.