



For Immediate Release

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Do you bleed Cardinal Red? Blood Drive at KFC Yum! Center is Tuesday

Lexington, KY – Kentucky Blood Center is giving University of Louisville fans the opportunity to bleed Cardinal red on Tuesday from noon to 6 p.m. in the KFC Yum! Center.

This is the second year Kentucky Blood Center (KBC) has held a blood drive in the Louisville arena.

“This blood drive will be fun for donors, while also providing much-needed blood for patients throughout Kentucky,” said Martha Osborne, Executive Director of Marketing & Recruitment for KBC.

“Before donating, Cardinal fans can get on the court, shoot some hoops and take some photos. We’ll also have a nacho bar from Salsarita’s Fresh Cantina and a chance to win two tickets to the NCAA Men’s Basketball First and Second Rounds in Indianapolis in March. Everyone who registers to donate will also receive a black long-sleeve Louisville Lifesaver T-shirt.”



John Ramsey will bring his WAVE 3 Listens Live show to YUM! at 12:30 p.m.

For more information about KBC and blood donation, donors can call **800.775.2522** or visit **kybloodcenter.org**. No appointments are necessary at the blood drive.

Blood donors must be 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

Founded nearly 50 years ago, KBC is the largest independent, full-service, non-profit blood center in Kentucky. Licensed by the FDA, KBC’s sole purpose is to collect, process and distribute blood for patients in Kentucky. KBC has donor centers in Lexington, Pikeville and Somerset, and in Louisville at 12905 Shelbyville Road, near Buffalo Wild Wings, Target and Walmart.