



## NEWS RELEASE

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# One lucky Summer Lifesaver will win new Highlander

**Lexington** – The need for blood doesn't take a vacation. Accidents, surgeries, cancer therapies and disease treatments continue year round. Unfortunately, vacations and more relaxed summer schedules can often



lead to a dip in blood donations, which can impact the Kentucky blood supply.

To help prevent summer blood shortages, Kentucky Blood Center (KBC) is kicking off the Summer Lifesaver promotion June 1.

“Because we know summer can traditionally be a difficult time for blood banks, we are offering blood donors the chance to win a beautiful **2017 Toyota Highlander**. We hope this big prize will encourage everyone to roll up their sleeves this summer,” said Martha Osborne, Vice President of Marketing for KBC, who added, “Blood donated with Kentucky Blood Center stays in the state to help patients in more than 70 Kentucky hospitals.”

**The Summer Lifesaver Highlander Giveaway will run June 1-Sept. 8 at all KBC donor centers and mobile blood drives.**

“Each time you register to donate you'll be automatically entered to win the Highlander,” said Osborne, noting that you must be 18 years of age and older to win the vehicle. Platelet donors who give every two weeks and, whole blood donors can give every 56 days.

Kentucky Blood Center donor centers are listed below:

**Beaumont Donor Center**

3121 Beaumont Centre Circle, Lexington

**Middletown Donor Center**

12905 Shelbyville Road, Louisville

**Andover Donor Center**

3130 Maple Leaf Drive, Lexington

**Somerset Donor Center**

10 Stonegate Centre at Stoplight 16A

**Pikeville Donor Center**

472 S. Mayo Trail

Walk-ins are welcome, but appointments can be made by visiting [kybloodcenter.org](http://kybloodcenter.org) and clicking on the Donor Login button at the bottom of the page or by calling **800.775-2522, ext. 3758**. Highlander giveaway rules can be found at [kybloodcenter.org](http://kybloodcenter.org).

Blood donors must be 17-years-old (16 with parental consent), weigh at least 110 pounds and be in general good health. Donors must also show a photo I.D. with first and last name, like a state-issued driver's license. Sixteen-year-old donors must have a signed parental permission slip, which can be found at **[kybloodcenter.org](http://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 provides services in 90 Kentucky counties and has donor centers in Lexington, Louisville, Pikeville and Somerset.