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NEWS RELEASE

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Big Blue Crush – Kentucky wins!

LEXINGTON – Kentucky crushed Tennessee in the 27th annual Big Blue Crush, 3,160 to 2,760.

“What a great week! Although it started off slow with a couple of snowed out blood drives, the Big Blue Nation really warmed up to the competition as the week continued. Generous Kentucky blood donors have once again stepped up to provide blood for Kentucky patients during the upcoming holidays,” said Martha Osborne, Executive Director of Marketing and Recruitment for Kentucky Blood Center (KBC).

Kentucky now leads the competition against Tennessee and Medic Regional Blood Center in Knoxville 14 to 12 with one tie.

About Kentucky Blood Center

KBC, founded in 1968, 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 hospitals.