



NEWS RELEASE

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Cat fans take on Florida Gators in Big Blue Slam Blood Battle

LEXINGTON, KY – Cat fans who bleed blue can help beat the Florida Gators in Kentucky Blood Center’s Big Blue Slam blood battle Jan. 25-29.

Donors will receive a Slam T-shirt and a chance to win a pair of tickets to the 2016 NCAA Men’s Basketball South Regional at the Yum! Center in Louisville on March 24 and 26.

“Big Blue Slam is a fun way for Kentucky fans to show up Gator fans, but it’s also a great way to build up the winter blood supply, which has been hurt by lower than expected donations because of cold and flu season and recent winter weather,” said Martha Osborne, Executive Director of Marketing and Recruitment.



KBC’s five donor centers will be open special hours – 9 a.m. to 7 p.m. – during Slam week. There will also be daily mobile blood drives throughout the region. Donor centers are listed below, and blood drive locations can be found at kybloodcenter.org.

Beaumont Donor Center

3121 Beaumont Centre Circle, Lexington

Andover Donor Center

3130 Maple Leaf Drive, Lexington

Middletown Donor Center

12905 Shelbyville Road, Louisville

Somerset Donor Center

10 Stonegate Centre at Spotlight 16A

Pikeville Donor Center

472 S. Mayo Trail

This is the eighth annual blood drive competition between Kentucky and Florida fans and Kentucky Blood Center (KBC) and LifeSouth Community Blood Centers in Gainesville. KBC leads the competition four to three. Kentucky and Florida meet on the court Feb. 6 in Rupp Arena and March 1 at Gainesville.

To schedule a donation, visit kybloodcenter.org or call **800.775.2522**. Walk-ins are also welcome.

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

KBC, founded nearly 50 years ago, 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.

All blood that is donated with KBC is returned to the Beaumont Donor Center where it is processed, prepared and stored for shipment to Kentucky hospitals.

Blood needs are ongoing. Red cells last only 42 days and must be continually replenished to adequately support Kentucky hospitals. Statistics show that one in seven hospital patients will require blood transfusions during their stay. However, only 37 percent of the population is eligible to donate blood and less than 10 percent does. All blood types are needed, and there is a particular need for type O negative blood since it is the "universal donor" and needed in emergencies when the patient's blood type is unknown.

The blood already on the shelf is the blood used in an emergency. That's why KBC is always encouraging people to donate blood.