



NEWS RELEASE

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Wildcat blue or Cardinal red! What color is your blood type?

LEXINGTON, KY – It's tourney time, and Kentuckians are thinking basketball. It's no different at Kentucky Blood Center, where donors can show off their team spirit this month.

Beginning this week at Kentucky Blood Center (KBC) donor centers, donors will be thanked with their choice of T-shirt. They can pick "My blood type is Wildcat blue" or "My blood type is Cardinal red."

"We know people in Kentucky love their basketball. This is an entertaining way for us to encourage blood donation and have a little fun during March," said Martha Osborne, KBC's Executive Director of Marketing and Recruitment.

"The recent winter weather hit the blood supply hard when blood drives were cancelled and donors couldn't get to the donor centers. We're hoping basketball fans will give some of their Wildcat blue or Cardinal red blood to support Kentucky patients," said Osborne.

KBC Donor Centers are listed below.

Lexington – Beaumont Donor Center
3121 Beaumont Centre Circle

Lexington – Andover Donor Center
3130 Maple Leaf Drive (Andover Shoppes)

Louisville – Middletown Donor Center
12905 Shelbyville Road

Pikeville Donor Center
472 S. Mayo Drive

Somerset Donor Center
10 Stonegate Centre (Stoplight 16-A)

For more information or to schedule a donation, visit kybloodcenter.org or call 800.775.2522.

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.