



NEWS RELEASE

Mandy Brajuha | Director of Marketing
859.230.0246 | mbrajuha@kybloodcenter.org

KBC motivating donors to maintain blood supply over the holiday

Help Kentucky Blood Center This 4th of July Holiday

LEXINGTON, Ky. – June 26, 2019 – As we approach the 4th of July holiday week, Kentucky Blood Center is facing a decline in its life-saving blood inventory. For that reason, the local, nonprofit blood center is providing extra motivation for donors to roll up their sleeves with great opportunities at Lexington donor centers this week.

Blood donors who visit either the Beaumont or Andover donor center now through July 3 will receive two movie passes, just in time to catch a summer blockbuster over the long weekend. Those who donate on July 4-6 during our Great American Blood Drive will get two movie passes and a great patriotic shirt (pictured).

“Holiday weekends are great for family get-togethers, road trips and time to relax,” said Martha Osborne, Vice President of Marketing for KBC. “It is critical that we have a strong blood supply heading into a holiday weekend so that we are prepared to help any patients in need of blood. To meet that need, we need donors to continue to give throughout the holidays. We hope these great opportunities will encourage more people to donate.”

In addition to the great appreciation gifts listed above, the Beaumont center will be hosting Food Truck Fridays throughout July and early August. These kick off on July 5, and Mr. Gyros will be in the front parking lot from 11 a.m. – 1:30 p.m. Anyone who donates blood on Thursday, July 4 through 1:30 p.m. on July 5 will receive a \$7 voucher for the food truck.

Eligible donors are also entered into the summer’s big giveaway – a 2019 Toyota Tacoma. Anyone who makes their first summer donation by July 12 will be eligible to donate again before the contest window closes on September 6, doubling their chances to win the truck.

To make an appointment or to find other donation locations, visit kybloodcenter.org or call **800.775-2522, ext. 3758**. Walk-ins are also welcome at all locations.

Blood donors must be at least 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.

About Kentucky Blood Center

Celebrating more than 50 years of saving lives in Kentucky, KBC is the largest independent, full-service, nonprofit 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.