



NEWS RELEASE

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32nd annual Big Blue Crush is Nov. 18-22

Kentucky fans can bleed blue to save lives and beat Tennessee

November 12, 2019 (LEXINGTON, Ky.) – It’s time for UK fans to roll up their sleeves and use their lifesaving powers to help Kentucky beat Tennessee in the 32nd annual Big Blue Crush blood drive. Last year, Tennessee fans and Medic Regional Blood Center in Knoxville snapped Kentucky Blood Center’s 8-year win streak. The nonprofit, community blood center is looking to Cats fans to exact revenge November 18-22.

The blood drive, which was established by the two community nonprofit blood centers in 1987, assures a sufficient blood supply for the upcoming holiday season. Kentucky, leads the rivalry 17 to 13 with one tie. Last year, Tennessee had 3,057 donors to Kentucky’s 2,739.

As a thank you for saving a life, Kentucky donors will receive a limited-edition long-sleeved Crush T-shirt, a McDonald’s coupon and a chance to win a four-pack of lower-level tickets to the Kentucky-Louisville football game on Nov. 30 at Kroger Field.

This year, Kentucky Blood Center encourages donors to log on to www.kybloodcenter.org/quick-pass and complete their QuickPass (screening questionnaire) on the day of their donation from a phone, computer or tablet. The donor will receive an email with a barcode that can be scanned at registration to expedite the blood donation process on-site.



“Big Blue Crush is extremely important to Kentucky Blood Center,” said Martha Osborne, Vice President of Marketing. “Of course, we are motivated to win because of our rivalry with Tennessee, but certainly because of the impact the drive has on our holiday blood supply. Both blood centers rely on this drive to establish a healthy blood supply for the upcoming Thanksgiving holiday and beyond. We hope more fans than ever before will roll up their sleeves for this year’s Crush competition.”

Donors may give at any KBC mobile blood drive or donor center. A complete listing of Big Blue Crush donation locations can be found at www.kybloodcenter.org/events/big-blue-crush. KBC donor centers are listed below and are open from 9 am – 7 pm during Big Blue Crush (Nov. 18-22).

Andover Donor Center

3130 Maple Leaf Drive, Lexington

Beaumont Donor Center

3121 Beaumont Centre Circle, Lexington

Hillview Donor Center

5406 Antle Drive, Louisville

Middletown Donor Center

12905 Shelbyville Road, Louisville

Pikeville Donor Center

472 S. Mayo Trail, Pikeville

Somerset Donor Center

10 Stonegate Centre (Stoplight 16A), Somerset

Blood donors must be at least 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.

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

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.