



Only With You.

For Immediate Release

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100 Cars for Good

KBC Receives 2012 Toyota Highlander

Lexington, KY – Kentucky Blood Center (KBC) received a new 2012 Toyota Highlander Hybrid Limited today, as part of Toyota’s 100 Cars for Good program.

The Toyota 100 Cars for Good program awarded 100 vehicles over the course of 100 days to 100 deserving nonprofit organizations based on votes from the public. 100 Cars for Good engages the public to help determine how corporate philanthropic donations are awarded.

On July 8, KBC asked donors, supporters, vendors and friends, including ABC members, to vote for KBC on Facebook. KBC received the most votes that day and was awarded the new Highlander today.

The Highlander will be used to deliver blood products to area hospitals.

About KBC

Kentucky Blood Center (KBC), the largest FDA regulated blood bank in Kentucky, is a non-profit organization dedicated to ensuring a safe, adequate blood supply for patients at nearly 70 Kentucky hospitals and clinics in more than 60 counties. KBC relies on volunteers to collect 400 pints of blood per day to meet area patients’ needs. Over the last year KBC distributed nearly 130,000 blood components.

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