



Only With You.

## For Immediate Release

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# Biggest Summer Ever!

## KBC on Target to Meet 23,000 Goal

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LEXINGTON, KY – With summer halfway over, Kentucky Blood Center (KBC) is still on target to welcome 23,000 donors, making it KBC's biggest summer ever.

To help meet that goal, KBC is also giving away its biggest prize ever – a 2011 Toyota Tacoma. Anyone who registers to donate blood through Sept. 16 will be eligible to win the truck.

For this weekend, though, there is even more incentive to give blood.

**The LEX18 Pick Up the Blood Supply blood drive is July 14-16.** Everyone who registers to donate blood is eligible to win a \$500 gas card. One card will be given away each day.

Donors at the Beaumont, Andover and Somerset donor centers will also be treated to a free pint of Blue Bell Ice Cream and a bottle of Ale-8-One.

### About KBC

Kentucky Blood Center (KBC), the largest FDA licensed blood bank headquartered in Kentucky, is a nonprofit 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. Visit KBC at [www.kybloodcenter.org](http://www.kybloodcenter.org). Keep up with KBC prizes and giveaways by liking the blood center on Facebook, [www.facebook.com/kybloodcenter](http://www.facebook.com/kybloodcenter), and following KBC on Twitter, [www.twitter.com/kybloodcenter](http://www.twitter.com/kybloodcenter).