



NEWS RELEASE

January 8 and 9, 2010

Donors Asked to Heed the Call of Duty

For years, the World War II generation has sustained the community blood supply. Now, though, it's time for younger generations to step up and heed the Call of Duty.

Kentucky Blood Center and WKYT-TV are teaming up to sponsor the Call of Duty Blood Drive, Jan. 8 and 9. This two-day blood drive will focus on recruiting younger donors and will help beef up the blood supply which has been affected by the holidays and recent winter weather.

All donors will receive an army green long-sleeve Call of Duty T-shirt. Everyone who registers to donate will also be automatically eligible to win a choice of a Nintendo Wii, Xbox or Apple iTouch.



All Kentucky Blood Center donor centers will be open extended hours, until 8 p.m. Friday.

Kentucky Blood Center Donor Centers

Beaumont Donor Center – Lexington

3121 Beaumont Centre Circle
Friday 8 a.m. to 8 p.m.
Saturday 7:30 a.m. to 2:30 p.m.

Andover Donor Center – Lexington

Andover Shoppes
3130 Maple Leaf Drive
Friday 8 a.m. to 8 p.m.
Saturday 7:30 a.m. to 2:30 p.m.

Somerset Donor Center

120 S. Highway 27
Friday 8 a.m. to 8 p.m.
Saturday 8 a.m. to noon

Pikeville Donor Center

472 S. Mayo Trail
Friday 8 a.m. to 8 p.m.
Saturday 8 a.m. to noon

Donors must be at least 16 years-old (with parental permission), weigh 110 pounds or more, be in general good health and have a photo I.D. To make an appointment or find a donation location, call 800.775.2522 or visit www.kybloodcenter.org.

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