



**NEWS RELEASE**

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**For Immediate Release**

## **KBC to contribute to Haitian Relief Effort on behalf of blood donors**

**Lexington, Ky., January 28, 2010** - - - Since the devastating earthquake in Haiti occurred, Kentucky Blood Center (KBC) has been overwhelmed with the generosity of blood donors across Central and Eastern Kentucky reaching out for ways to help. Fortunately, the Armed Forces Blood Program has been able to meet blood needs in Haiti with existing supplies. If asked by the military, KBC will certainly contribute to the blood needs of the region.

KBC is designating three special days for blood donors to support the Haitian relief efforts. On **Mon., Tues. and Wed., Feb. 1-3**, KBC will contribute \$5 for every blood product donors give. The funds will be divided equally between the American Red Cross and Salvation Army. This will allow donors to help in two ways. The dollars will go to help organizations with relief efforts and the blood donated will help to continue to meet local blood needs. "We are prepared to ship blood to Haiti if requested, but this is a way for our donors to help in Haiti and at home immediately," said William S. Reed, CEO of KBC.

Donors must be a minimum of 16 years-old (with parental permission), weigh 110 pounds and be in general good health. To make an appointment to donate blood or find the closest blood drive to you, logon to [www.kybloodcenter.org](http://www.kybloodcenter.org) or call (800) 775-2522.

### **About KBC**

The Kentucky Blood Center, serving more than half of Kentucky, is a non-profit organization dedicated to ensuring a safe, adequate blood supply for patients at nearly 70 Kentucky hospitals and clinics. KBC relies on volunteers to collect 400 units of blood per day to meet area patients' needs. Over the last year KBC distributed nearly 130,000 units of blood and blood products.

**Haitian Relief**  
**February 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>**  
**Donate blood.**  
**KBC will donate dollars.**

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