



NEWS RELEASE

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KBC ignites March Madness in February

Now through March 31, every volunteer blood donor to be entered into a drawing to win NCAA Men's Basketball Final Four Package

Lexington, Ky., Feb. 16, 2010 - - - Beginning TODAY and running through March 31, every volunteer who presents to donate blood with the Kentucky Blood Center (KBC) will have a chance to win a trip to the 2010 NCAA Men's Basketball Final Four games. One lucky winner will receive a package for two that includes hotel stay April 2-6 and tickets to the Final Four (April 3) and Championship Games (April 5) in Indianapolis.

As Kentuckians continue to "believe in blue" that UK will be making the trip to Indy, one blood donor will be a part of the NCAA excitement!!

With weekly snow storms hitting Kentucky, multiple blood drives have cancelled causing KBC to lose vital pints of blood. In response to these cancellations and closures, KBC asks all eligible donors who are able, to give blood at a donor center or blood drive near them AND get their name in the drawing.

Drawing will be held on April 1, 2010.



Kentucky Blood Center Donor Centers

Beaumont Donor Center - Lexington

3121 Beaumont Centre Circle

Hours: M & F 8am-6pm
T, W, Th 10am-7pm
Sat 7:30am-2:30pm
Sun 7:30am-2:30pm, Pheresis Only

Somerset Donor Center

120 South Highway 27, Suite 4

Hours: M & F 8am-4pm
T, W, Th 10am-6pm
Saturday 8am-Noon

Andover Donor Center - Lexington

Andover Shoppes

3130 Maple Leaf Drive, Suite 103

Hours: M & F 8am-6pm
T, W, Th 10am-7pm
Saturday 7:30am-2:30pm

Pikeville Donor Center

472 South Mayo Trail

Hours: T, W, Th 10am-7pm
Friday 8am-4pm
Saturday 8am-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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