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For Immediate Release

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Battle of the Bluegrass

UK vs. U of L Blood Battle Set to Begin Soon

LEXINGTON, KY August 18, 2010 - - The Battle of the Bluegrass isn't just played on the football field. It's a blood battle between the Cats and the Cards, too.

Kentucky Blood Center's annual Battle of the Bluegrass runs Aug. 23 through Sept. 3. Blood donors can give blood and vote for their favorite team – the UK Wildcats or the U of L Cardinals.

All donors will receive a Battle of the Bluegrass T-shirt and are automatically eligible to win these great prizes:

- **Donors who give blood Aug. 23 through Aug. 28 will be eligible to win two tickets to the Kentucky vs. Louisville game in Louisville on Sept. 4.**
- **Those who give Aug. 29 through Sept. 3 will be entered into a drawing to win a 46" Sanyo flat-screen TV.**
- **Everyone who registers to donate Aug. 23 through Aug. 31 is automatically entered to win a \$5,000 AAA travel package. The vacation details are up to the winner.**

"We are urging donors to give blood during the Battle of the Bluegrass for two reasons. It's a great way to show your team spirit and support the Cats, but it's also a way to assure there is enough blood available when the large number of visitors come to Kentucky next month for the World Equestrian Games," said Kentucky Blood Center President and CEO William Reed. "It is prudent for us to have higher than normal blood supplies available during WEG. Battle of the Bluegrass is one way for us to be prepared."

All Kentucky Blood Center donor centers and blood drives are participating. To find a convenient donation location or to schedule a donation, visit kybloodcenter.org or call **800.775.2522**.

About KBC

Kentucky Blood Center 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 and blood components.

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