



Only With You.

## For Immediate Release

Media Contact: Denise Fields  
859.519.3721  
859.333.2022 (cell)

# Time to Bleed Blue

## Kentucky-Tennessee Blood Battle Begins Monday

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**Lexington, KY** – Kentucky fans can prove they bleed blue during the 24<sup>th</sup> annual Big Blue Crush, Nov. 14-18.

Big Blue Crush, the yearly blood battle between Kentucky and Tennessee fans and Kentucky Blood Center (KBC) and Medic Regional Blood Center in Knoxville, provides UK fans an opportunity to defeat Tennessee and save lives.

“I’m encouraging all Kentucky fans to donate blood during Big Blue Crush. It’s a great way to show you support the Wildcats. You can save lives, bleed blue and beat Tennessee during Big Blue Crush,” said UK Football Coach Joker Phillips.

All donors will receive a Big Blue Crush T-shirt and a coupon for a free McDonald’s McCafé Beverage. Everyone who registers will also be eligible to win prizes. Monday and Tuesday donors have a chance to score two tickets to the UK-TN football game on Nov. 26. All donors will also be eligible to win one of five \$200 gas cards and the grand prize NCAA Game Package.

All KBC donor centers will be open 9 a.m. to 7 p.m. during the competition. There will also be a number of blood drives throughout the area.

Tennessee leads the rivalry 12 to 10 with 1 tie, but Kentucky won the competition last year for the first time since 2002. KBC has set a goal of 4,000 donors this year, in hopes of keeping the trophy. This friendly competition ensures an adequate blood supply during the holidays.

To find a donation location or to schedule an appointment, visit [kybloodcenter.org](http://kybloodcenter.org) or call **800.775.2522**.

### About KBC

Kentucky Blood Center (KBC), the largest FDA regulated blood bank in Kentucky, 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 components.

### ALERT!

#### Just in Time to Help

#### 10 a.m. Monday, Nov. 14

Toyota on Nicholasville will be presenting a 2012 Toyota Highlander to Kentucky Blood Center at 10 a.m. Monday, Nov. 14 at the dealership. KBC won the Highlander by participating in The Toyota 100 Cars for Good Program this summer. The Highlander is going to be used to deliver blood products to area hospitals.