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**For Immediate Release**

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## **Kick-Off Time!**

### **Coach Phillips to Help Get Big Blue Crush Started**

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**Lexington, KY** – University of Kentucky Coach Joker Phillips will help kick-off the 23<sup>rd</sup> annual Big Blue Crush.

Coach Phillips will speak at the blood drive ribbon cutting at 9:30 a.m. Monday, Nov. 15 at the Singletary Center for the Arts. He will be joined by the UK pep band, cheerleaders and the Wildcat.

Big Blue Crush is a friendly blood battle between UK and University of Tennessee fans and it helps to ensure an adequate blood supply during the holidays.

During Big Blue Crush, all donors will receive a Big Blue Crush T-shirt and a coupon good for a free McDonald's menu item. There will also be daily prizes, including iPads, iPod Nanos and gift cards from Wildcat Wearhouse.

Tennessee leads the rivalry 12 to 9 with 1 tie. KBC has set a goal of 4,000 donors this year, in hopes of taking back the trophy.

#### **About KBC**

Kentucky Blood Center (KBC), the largest FDA licensed blood bank headquartered 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. Visit the KBC website at [www.kybloodcenter.org](http://www.kybloodcenter.org) or "like" KBC on Facebook at <http://www.facebook.com/kybloodcenter>.

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