



Only With You.

For Immediate Release

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## Kentucky Out for Blood in Battle with Florida

### Big Blue Slam Begins Today!

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**LEXINGTON, Ky. (Jan. 24, 2011)** – Thanks to Kentucky Blood Center (KBC), Wildcat fans will not have to wait until the University of Kentucky (UK) basketball team travels to Florida in February to kick a little Gator tail. KBC is asking Kentuckians to prove that they bleed blue by donating during the third annual Big Blue Slam blood drive Jan. 24-28.

Big Blue Slam is a blood battle between basketball fans of the University of Kentucky and the University of Florida, as well as a friendly rivalry between KBC and LifeSouth Community Blood Center in Gainesville.

All donors will receive a **Big Blue Slam T-shirt** and be **entered to win a trip for two to the SEC Tournament in Atlanta**. The tournament package includes two lower arena tickets for all sessions and a three-night stay at the Atlanta Downtown Marriott.

Big Blue Slam comes at a good time. So far in 2011, more blood has been transfused than donated and, as a result, the community's blood supply has dropped by more than 1,000 units. **Winter weather continues to negatively impact the blood supply, with two blood drives cancelled today due to weather. More than 100 donors were expected between those two drives.**

"This year's competition is particularly important because we are looking to donations made during Big Blue Slam to restore the community's supply and guarantee that we can fulfill the needs of Kentucky patients," said Bill Reed, KBC president and CEO. To ensure an adequate supply, KBC hopes to welcome 1,600 blood donors during the competition.

In addition to the four KBC donor centers located in Lexington, Somerset and Pikeville, KBC will host more than 30 drives throughout central and eastern Kentucky. KBC donor centers will be open from 9 a.m. to 7 p.m. each day. Mobile drive times vary. To find a donation location near you and schedule an appointment, visit [www.kybloodcenter.org](http://www.kybloodcenter.org) or call 800.775.2522.

#### 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.

To learn more about KBC, visit [www.kybloodcenter.org](http://www.kybloodcenter.org). Keep up with the latest news about KBC prizes and blood drives by liking KBC on Facebook, [www.facebook.com/kybloodcenter](http://www.facebook.com/kybloodcenter), and following KBC on Twitter, [www.twitter.com/kybloodcenter](http://www.twitter.com/kybloodcenter).

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