



Only With You.

For Immediate Release

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Big Blue Slam

Gators Win 1,727 to 1,628

LEXINGTON, Ky. (Jan. 28, 2011) – Kentucky donors played a great game, but the third time was a charm for Florida. After finishing behind Kentucky the first two years, Gator fans came out on top in the third annual Big Blue Slam, defeating Cat fans 1,727 to 1,628.

Although Big Blue Slam is a friendly competition between Kentucky Blood Center and LifeSouth Community Blood Center in Gainesville, patients who depend on blood transfusions are the real winners. This week, Kentucky donors generously helped to restock a blood supply that was beginning to dwindle after weeks of winter weather.

One lucky donor will 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. The winner, chosen at random, will be notified next week.

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. Keep up with the latest news about KBC prizes and blood drives by liking KBC on Facebook, www.facebook.com/kybloodcenter, and following KBC on Twitter, www.twitter.com/kybloodcenter.

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