



Only With You.



## For Immediate Release

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# Donors Can Give, Give Again for the Holidays

## Kentucky Blood Center to Participate in Salvation Army Kettle Campaign

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**LEXINGTON, Ky. (Nov. 22, 2010)**– Kentucky Blood Center (KBC) is ringing in the holidays by offering donors a unique way to participate in the famous Salvation Army Red Kettle program. From Nov. 26 through Dec. 24, donors may choose to forego the traditional T-shirt received for donating blood in favor of allowing KBC to donate the value of the shirt to the Salvation Army on the donor's behalf.

For about the cost of a T-shirt, the Salvation Army can provide the local community with a variety of goods and services, including:

- Four days of healthy after-school snacks for a child attending the Boys or Girls Club
- Two meals for homeless women and children residing at the shelter
- Lunch and a healthy snack for a preschooler in the Early Learning Center
- Gatorade and a snack for three weary firefighters
- A hat and pair of gloves for a homeless person

Red kettles, long an integral part of the American holiday season, will be available for blood donors this year at KBC's donor centers in Lexington, Somerset and Pikeville. Donors and blood center visitors will be able to drop their extra coins in the kettles.

Officials of both the Salvation Army and KBC encourage healthy adults to give back to the community by giving the gift of a blood donation and helping the Salvation Army continue to provide services to those in need at the same time.

### 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). KBC is now on Facebook—check out the KBC page at [www.facebook.com/kybloodcenter](http://www.facebook.com/kybloodcenter).

### About Salvation Army

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.