

FOR IMMEDIATE RELEASE

September 24, 2009



TEAM UP IN THE FIGHT AGAINST BREAST CANCER

(St. Petersburg, FL: 9/24/09) Florida Blood Services(FBS) and the American Cancer Society (ACS) in Tampa Bay have teamed up to save lives during the month of October 2009. All FBS staff, donors and the public are encouraged to join one of the FBS Teams participating in each county's "Making Strides Against Breast Cancer Walks," sponsored by the ACS to help raise money to fund educational campaigns and to help find a cure for breast cancer. All prospective FBS Team members are asked to go to www.fbsblood.org and register for the "Making Strides Against Breast Cancer Walk" in their county.

At the same time, all ACS supporters and FBS donors who are eligible are asked to donate blood or platelets to help breast cancer patients right now in their fight for life. All blood and platelet donors during October will receive a special limited edition, "I Support The Fight-I Give Blood" or "I Support The Fight- I Give Platelets" T-shirt! In addition, all donors receive a wellness checkup of blood pressure, pulse, temperature and iron count, plus a cholesterol screening as a health benefit.

"We think it is really important to help blood donors as well as ACS supporters make the connection between giving blood or platelets right now to help patients live and the efforts of the American Cancer Society to raise money to help find a cure," said Julie Herman, FBS Director of Marketing and Communications. "Donors are the giving type and we want to encourage cross pollination between our organizations for the benefit of all," said Herman.

Generally, healthy people age 16 or older who weigh at least 110 pounds can be blood donors. Identification is required prior to donation. For further information or to find donation locations please call 1-800-68-BLOOD (25663) or visit www.fbsblood.org.

For those unable to donate blood, contributions may be mailed to Florida Blood Services Foundation, 10100 Dr. Martin Luther King Jr. Street North, St. Petersburg, FL 33716, or submitted on-line at www.bloodrelief.org.

Headquartered in St. Petersburg Florida, FBS provides over 350,000 blood donations to patients at 92 hospitals and other ambulatory healthcare facilities throughout 42 Florida, Georgia, and Alabama counties, through the participation of volunteer donors.

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Additional Blood Supply Information is Available at www.fbsblood.org

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