

**FOR IMMEDIATE RELEASE**

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**FOR FURTHER INFORMATION CONTACT:**

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**TEN NEWS  
MARTIN LUTHER KING DAY  
BLOOD & MARROW DONOR REGISTRY DRIVE**

(St. Petersburg, FL: 01/10/11) January is the month of highest blood usage by patients in Tampa Bay. In addition, there is a critical need for more minority donors on the National Marrow Donor Program's 'Be The Match' Registry. Therefore, Ten News has teamed up with Chili's restaurants to sponsor Ten News Martin Luther King Day Blood & Marrow Donor Registry Drive, on Monday, January 17, 2011. Florida Blood Services bloodmobiles will be located, from 11 a.m. until 7 p.m., at these Tampa Bay area Chili's restaurants:

6798 Crosswinds Dr. St. Petersburg	6125 Exchange Way Bradenton	3715 1st St. Bradenton
9600 US Hwy 19 Port Richey	22 629 SR 54 Land O'Lakes	7250 US Hwy 19 N. Pinellas Park
1281 E. Brandon Blvd. Brandon	1949 W. Brandon Blvd. Brandon	2903 N. Dale Mabry Hwy. Tampa
8402 Citrus Park Dr. Tampa	8510 W. Hillsborough Ave. Tampa	13050 N. Dale Mabry Hwy. Tampa
2794 E Fowler Ave. Tampa	3422 Lithia Pinecrest Rd. Valrico	5430 East Bay Dr. Clearwater
3701 Tampa Rd. Palm Harbor	25987 US Hwy 19 N. Clearwater	17643 Bruce B. Downs Blvd. Tampa
40584 US Hwy 19 Tarpon Springs	3240 Little Rd. New Port Richey	

In addition, a bloodmobile will be at the Ten News studios, located at **11450 Gandy Blvd. in Saint Petersburg.**

The following Florida Blood Services Donor Centers in Hillsborough, Manatee, Pasco and Pinellas Counties will also be participating in this special blood and marrow registry drive, at the addresses and hours shown below:

<b>HILLSBOROUGH COUNTY</b>		
5301 East Fletcher Avenue East of I-275 at 53rd Street <b>Tampa</b> 8 a.m. - 7 p.m.	727 West Lumsden Road at Kings Avenue Oak Park Plaza <b>Brandon</b> 8 a.m. - 7 p.m.	4041 West Kennedy Boulevard between Lois Avenue & South Dale Mabry <b>South Tampa</b> 10 a.m. - 7 p.m.
15427 North Dale Mabry Highway North of Bearss <b>Tampa/Northdale</b> 8 a.m. - 7 p.m.		
<b>PASCO COUNTY</b>		
5319 Village Drive SE Corner I-75 & SR 54 <b>Wesley Chapel</b> 8 a.m. - 7 p.m.	7214 SR 52 1/4 Mile East of US 19 <b>Hudson</b> 8 a.m. - 7 p.m.	
<b>PINELLAS COUNTY</b>		
1680 South Missouri South of Belleair, by Office Depot <b>Clearwater</b> 8 a.m. - 7 p.m.	9900 Dr. ML King Jr. Street North at Gandy Boulevard <b>St. Petersburg</b> 8 a.m. - 7 p.m.	1700 66th Street North at 18th Avenue North <b>St. Petersburg/Tyrone</b> 8a.m. - 7 p.m.
11401 Belcher Road North of Bryan Dairy <b>Largo</b> 8 a.m. - 7 p.m.		
<b>MANATEE COUNTY</b>		
216 Manatee Avenue East at 2nd Avenue East <b>Bradenton</b> 8 a.m. - 7 p.m.	11161 SR 70 East In Lakewood Walk <b>Bradenton</b> 10 a.m. - 7 p.m.	

All lifesaving donors will receive a commemorative Martin Luther King Jr. T-shirt, a Chili's FREE \$5 Be Our Guest Coupon and a wellness checkup, including a cholesterol screening. In addition, all blood donors will receive information on joining the National Marrow Donor Program's 'Be The Match' Registry!

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, please call 1-800-68-BLOOD (256663).

About National Marrow Donor Program: NMDP's mission is *"We save lives through cellular transplantation – science, service and support."* Thousands of patients worldwide are waiting for a bone marrow or blood stem cell transplant as their only hope to live. In the United States and Internationally, the NMDP is a global point of access of cellular transplant resources and information for transplant centers, physicians, researchers, patients and their families. All of which is made possible by the generosity of volunteer marrow, peripheral blood stem cell and umbilical cord donors.

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](http://www.bloodrelief.org).

Florida Blood Services provides for the blood needs of patients at hospitals in Hillsborough, Manatee, Pasco and Pinellas Counties, through the generosity of volunteer blood donors. Over 850 donations are required daily, due to the high quality of medical care in Tampa Bay that serves the most critically ill patients throughout west central Florida.

**Additional blood supply information is available at [www.fsblood.org](http://www.fsblood.org)**

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