



Coastal Bend Blood Center
Giving so that others may live



PHOTO OPPORTUNITY
Homecoming Blood Drive
Tuesday, February 2nd
10:30am

FOR IMMEDIATE RELEASE

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PR-0135

**TEXAS A&M ISLANDERS AND BLOOD CENTER TEAM UP FOR
"COUNTDOWN TO MARCH MADNESS"**

All blood donors during the month of February will receive a special buy-one-get-one free coupon to an upcoming Islanders basketball game.

CORPUS CHRISTI, TEXAS. February 2, 2010 - Throughout the years, Texas A&M - Corpus Christi has proven to be a key partner in the Coastal Bend Blood Center's mission to save lives in the community; now in an effort to build upon this partnership the two are teaming up for a special blood donor promotion.

During the month of February all individuals who volunteer to donate blood with the Blood Center will receive a buy-one-get-one free coupon redeemable at any men's or women's Islanders' game during the 2009-2010 season. The "Countdown to March Madness" promotion will have an official kick off during the campus' Homecoming week blood drive, Tuesday, February 2nd, featuring representatives from the Islanders' athletic department and Buddy the Blood Drop. In 2009, the campus hosted a total of 11 blood drives that resulted in 271 units of blood for area patients and hospitals.

"The Coastal Bend's blood donors are such a vital resource to the healthcare of our community, we are always excited to have other area organizations join us in showing them just how grateful we are for their generosity," said Breanna Rye, Marketing/Donor Development for the Coastal Bend Blood Center.

The Coastal Bend Blood Center collects blood and blood products for thirteen medical facilities in a ten county service area. The blood collected not only makes many medical and surgical procedures possible, but also saves the lives of accident victims, cancer, cardiac, and organ transplant patients. For more information please contact the Blood Center at 1-800-299-4943 or www.coastalbendbloodcenter.org.

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