



MEDIA ADVISORY

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FOR IMMEDIATE RELEASE

The Blood Alliance Announces New Board Member and New Officer Positions *CEO of BroadBased Communications Joins New Board's Line-Up*

JACKSONVILLE, Fla., November 23, 2009 – The Blood Alliance, a non-profit community blood center headquartered in Jacksonville, Fla., welcomes Jan Korb, CEO of BroadBased Communications to its Board of Directors. Korb joins 13 other members on the Board, and will serve a three-year term.

“We are delighted that Jan has joined our Board of Directors. Her background in marketing and communications will bring further professional diversification to our Board,” said Dale Malloy, President and CEO of The Blood Alliance. “Jan joins a very special and dedicated voluntary Board driven to direct The Blood Alliance’s mission of saving lives locally, within the communities we serve, through blood donation.”

The Board of Directors for the Blood Alliance also recently announced new officer positions for 2009-2010 including the re-election of Eric Goldman to serve another term. Below is a list of the new officers, followed by the full 2009-2010 Board of Directors:

Chairman	Jeremy P. Miller
Vice Chairman	Sheryl Perry, MD
Treasurer	Malcolm Foster, Jr, MD
Secretary	Frank Shumer
Immediate Past Chairman	Jorge J. Morales
President	Dale Malloy

Ed Allen

County Coroner, Beaufort County Coroner's Office (South Carolina)

Daniel C. Brock

Senior Accountant, LBA Certified Public Accountants, PA

Malcolm T. Foster, Jr., MD

Professor of Internal Medicine, University of Florida Health Science Center/Jacksonville

Eric Goldman

Senior Vice President and Chief Operating Officer, Memorial Hospital

Jan Korb

CEO, BroadBased Communications

Michael Maguire

Senior Vice President and Commercial Real Estate Manager, BB&T

Dale R. Malloy

President and Chief Executive Officer, The Blood Alliance

Jeremy P. Miller

Vice President, Harden & Associates

Jorge F. Morales

President, ICS

Sheryl Perry, MD

Anesthesiologist, Retired

Frank D. Shumer

Owner, Shumer Associates, Architects & Planners, Inc

Jackie Simmons, Jr.

Principal, Edward H. White High School

W. Hamilton Traylor

Of Counsel, Fisher, Tousey, Leas & Ball, PA

Michael P. Wicks

Certified Financial Planner, Certified Financial Partners

For additional information about The Blood Alliance, please contact Odette Struys, Public Relations Manager at: 904.707.9301 or via email: ostruys@thebloodalliance.org.

Fact: One pint of blood can save three lives. Someone in the United States needs blood every two seconds. Saving lives takes only one hour of a donor's time.

About The Blood Alliance

The Blood Alliance (TBA) provides blood and blood products to more than 20 hospitals and medical facilities in 10 counties serving Northeast Florida, portions of Georgia and South Carolina. It provides the best possible blood banking system to the regions it serves and is a member of America's Blood Centers – a national network of independent community blood centers responsible for nearly half of the nation's blood supply. TBA opened in 1942 and is a non-profit community blood center licensed by the FDA and accredited by the AABB. For more information please visit: www.igiveblood.org or call (800) 447-1479.

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