



Media Release

Contact: Odette Struys
Public Relations Manager
The Blood Alliance
cell: 904.707.9301

ostruys@thebloodalliance.org

FOR IMMEDIATE RELEASE

New Website Launched To Connect Donors & Patients: “Thank A Donor” Website Connects Transfused Patients with Donors

JACKSONVILLE, FL, February 1, 2010 -- The Blood Alliance provides the best possible blood banking services to the regions it serves and is a member of America’s Blood Centers (ABC) – a national network of independent community blood centers responsible for nearly half of the nation’s blood supply. ABC launched a new online social media tool in January to offer blood transfusion recipients the chance to connect with blood donors. “The new website, *Thank A Donor*, aims to forge meaningful connections between people who donate blood and the people who receive it,” said Valerie Collins, MT (ASCP) SBB, Chief Operating Officer of The Blood Alliance.

Thank A Donor will allow visitors to upload images, videos and a description of their connection to blood donation. Visitors to the social networking site can browse profiles or participate in a conversation, creating a personal profile and interacting with others via the site’s comment feature.

“Our blood centers rely on the generosity of people who, in most cases, never meet the beneficiaries of their kindness,” said Thomas Schallert, president of America’s Blood Centers. “This site gives those who have received a blood transfusion, as well as their families and friends, the chance to tell their stories and personally say thank you. We hope the running dialogue on this site will inspire others to give blood, make a charitable contribution to a blood center or volunteer their time.”

“This is a wonderful opportunity for our local recipients and donors to connect,” said Collins. “To make it easier for everyone to find the website, we have added it to ours as a resource. You can log onto *Thank A Donor* at The Blood Alliance’s website at www.igiveblood.com.”

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, and portions of Georgia and South Carolina. It provides the best possible blood banking service 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.

##