

FOR IMMEDIATE RELEASE
January 8, 2009



LAKELAND COMMUNITY DONOR CENTER OPENS JANUARY 19, 2009
Exclusive Provider of Blood and Transfusion Services at Lakeland Regional Medical Center
Adds Fixed Site For Convenient Blood, Platelet and Plasma Donations

(St. Petersburg, FL: 1/08/09) The new Lakeland Community Donor Center of Florida Blood Services is opening to the public at 8 a.m. on Monday, January 19, 2009. This will provide convenience to volunteer blood, platelet and plasma donors in Polk County. In addition, patients who wish to give blood for their own surgery or have people donate directly on their behalf will be able to do so at this location. The Blood Center is located in the Heritage Business Center at 2315 Commerce Point Drive (formerly A-Z Park Rd.), just east of Bartow Rd./US 98, west of Combee Rd. and north of Edgewood Dr. The Blood Center's hours will be as follows:

DAYS	HOURS
Monday, Tuesday, Wednesday & Friday	8 a.m. - 5 p.m.
Thursday	11 a.m. - 8 p.m.
Saturday & Sunday	Closed

Appointments to donate are encouraged and walk-ins are welcome.
Please call 863-904-4620 or visit www.polkbloodbank.org

The annual Ten Connects Martin Luther King Day Blood and Marrow Registry drive will also be occurring on this inaugural day. Therefore, anyone who gives blood on Monday, January 19, will be able to enter the National Marrow Donor Registry for FREE on this special drive.

Generally, healthy people, age 16 (with parental permission) or older, who weigh at least 110 pounds can be blood donors. This January, during National Blood Donor Month, Dunkin' Donuts has teamed up with Florida Blood Services(FBS) to thank all lifesaving donors with a coupon good for a free pound of Dunkin' Donuts coffee! In addition, FBS will provide donors with an insulated travel mug as well as a wellness checkup of blood pressure, pulse, temperature and iron count, including a cholesterol screening.

Earlier last year, Lakeland Regional Medical Center (LRMC) announced a strategic alliance with St. Petersburg-based Florida Blood Services, making the non-profit organization the exclusive provider of blood and transfusion services at the hospital, effective August 11, 2008. "FBS maximizes efficiency in the use of blood and blood product, which helps control expenses," said Theresa Ohrmund, Director of Laboratory Services. "Partnering with FBS also brings a wealth of clinical experience and expertise, placing LRMC at the leading edge of technologies in transfusion medicine and cellular therapies," Ohrmund said.

Headquartered in St. Petersburg, FBS currently provides blood and blood components to patients at 61 hospitals and other ambulatory healthcare facilities in 14 Northwest Florida, Southern Alabama and Tampa Bay counties. After a merger is finalized this year with Southeastern Community Blood Center in Tallahassee, a combined total of almost 300,000 volunteer donations will be needed annually to serve patients at 84 hospitals in 40 counties.

FOR MEDIA INQUIRIES CONTACT:

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Additional Blood Supply Information Can Be Found at www.fbsblood.org

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