

**FOR IMMEDIATE RELEASE**

February 11, 2009



**FBS TO ANNOUNCE BARTOW REGIONAL MEDICAL CENTER PARTNERSHIP  
DURING LAKELAND COMMUNITY DONOR CENTER GRAND OPENING CELEBRATION**

(St. Petersburg, FL: 2/11/09) Florida Blood Services (FBS) will officially announce on Thursday, during their Lakeland Community Donor Center Grand Opening, that Bartow Regional Medical Center has asked FBS to become their exclusive provider of blood and blood services effective March 1, 2009. This will be the second Polk County hospital to join with FBS.

The new Lakeland Community Donor Center of Florida Blood Services has teamed up with the Lakeland Area Chamber of Commerce to host a GRAND OPENING RIBBON CUTTING CELEBRATION from 4:30 pm to 8 pm on Thursday, February 12, 2009. 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. Refreshments will be served following brief remarks. The public is invited to attend.

The Blood Center's hours are as follows:

<u>DAYS</u>	<u>HOURS</u>
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](http://www.polkbloodbank.org)

Generally, healthy people, age 16 (with parental permission) or older, who weigh at least 110 pounds can be blood donors.

As part of the Grand Opening Celebration Week, all volunteer blood donors between February 12 - 20, 2009 will receive a FREE ticket to the Strawberry Festival as well as a wellness checkup, including a cholesterol screening. In addition, all donors will be automatically enrolled in the FBS Blood Donor Benefit Program that provides coverage for any non insurance reimbursed blood processing fees incurred by donors within one year of donation. Subsequent donations can ensure donor dependants.

FBS currently provides for the blood needs of patients at 37 hospitals in Hillsborough, Manatee, Pasco, Pinellas and Polk Counties, through the generosity of volunteer blood donors. Over 800 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.

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](http://www.fbsblood.org)**

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