



FOR IMMEDIATE RELEASE
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WTSP-10 CONNECTS WINS 2010 ADRP MEDIA OUTLET OF THE YEAR AWARD

(St. Petersburg, FL: 6/23/10) Florida Blood Services is proud to announce that WTSP-10 Connects was awarded the 2010 ADRP Media Outlet of the Year Award at their recent conference in Seattle, Washington.

The Association of Donor Recruitment Professionals (ADRP) has more than 500 members from countries across the globe. The most important thing ADRP has to offer is education and development. This means, most importantly, that recruitment professionals share solutions, ideas, skills, techniques, problems, concerns and support. WTSP-10 Connects recognition by ADRP reflects their contributions to that common cause.

For many years WTSP-10 Connects has sponsored two blood drives annually during critical times of the year, generating over 10,000 volunteer blood donations. They host a successful blood and marrow registry drive on the Martin Luther King Jr. Holiday that in addition to garnering blood donations to save patient lives, also has enrolled over 500 prospective donors in the National Marrow Donor Program's 'Be The Match' Registry. At the end of June, they host a two day 'All American Blood Drive' to help cure the summer donor drought and build the blood supply prior to the long Independence Holiday weekend. The publicity they provide for each drive, coupled with educational interviews and live patient testimonials on their **Studio 10** show during each campaign helps to increase donations throughout the year. For all of these reasons and more, WTSP-10 Connects was chosen for this award.

Headquartered in St. Petersburg Florida, FBS provides over 350,000 blood donations to patients at 92 hospitals and other ambulatory healthcare facilities throughout 42 Florida, Georgia, and Alabama counties, through the participation of volunteer donors.

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

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