



FOR IMMEDIATE RELEASE
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BRIGHT HOUSE NETWORKS SHINE

Thanks-4-Giving Blood Drive Earns "ADRP Media Outlet of the Year Award"
Lucky Lifesaving Riverview Donor to be Awarded 40" HDTV Grand Prize

(St. Petersburg, FL: 12/08/08) Bright House Networks of Tampa Bay will be honored on Tuesday, December 9, 2008 with a presentation by Florida Blood Services of the **Association of Donor Recruitment Professionals 2008 Media Outlet of the Year** award. At the same time, Bright House Networks will present a 40" HDTV to a lucky donor whose name was drawn following this year's 4th Annual Thanks-4-Giving Blood Drive. Both presentations will be at 10 am at the Bright House Networks Corporate Offices, located at 700 Carillon Parkway in St. Petersburg.

Bright House Networks has been hosting a vital Thanks-4-Giving blood drive for the past four years to help build the community's blood supply prior to the long Thanksgiving Holiday weekend. The turnout for this blood drive has increased significantly each year due to the support of Bright House Networks. This past November's blood drive garnered almost 1,000 volunteer donations at the participating FBS Donor Centers and Golden Corral locations promoted in over 5,000 spots aired by Bright House Networks.

"We are extremely grateful to Bright House Networks for their vital support of our community's blood supply," said JB Gaskins, FBS Vice President. "Their civic involvement has truly brightened the holidays of patients and their families."

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 in the new 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.

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Further blood supply information can be found at www.fbsblood.org

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