



**FOR IMMEDIATE RELEASE**

## **ROLL UP YOUR SLEEVE, ROLL AWAY A WINNER**

**From November 1 to February 29, One Lucky Winner Each Week (Seventeen In All)  
Will Receive a Key and Have A Chance to Win  
A 2012 KIA Soul From Friendly KIA!**

(St. Petersburg, FL: 11/3/2011) Friendly KIA of New Port Richey and Florida Blood Services (FBS) have teamed up to give away a new 2012 KIA Soul! Each week between November 1, 2011 and February 29, 2012 one lucky winner, 17 in all, will receive a key. Then on Friday, March 9<sup>th</sup> at the celebratory event, all finalists will visit Friendly KIA of New Port Richey and see if their key will start the car and they can “Roll Away A Winner!”

During this promotional period, every FBS blood donor who donates in Hillsborough, Indian River, Manatee, Pasco, Pinellas, Polk and Sarasota counties will be automatically entered to win! With a drawing each week, those eligible and willing to donate specific blood components more often can increase their chances to win!! In addition, people who are not able to donate blood may still enter the drawing by visiting any of the FBS, Blood Net USA or Indian River Blood Center locations and complete an entry form. Visit [www.fbsblood.org](http://www.fbsblood.org) for a complete listing of the contest rules.

Generally, healthy people age 16 or older who weigh at least 110 pounds can be blood donors. Identification is required prior to donation. For further information or to find donation locations please call 1-800-68-BLOOD (25663) or visit [www.fbsdonor.org](http://www.fbsdonor.org).

Florida Blood Services is a not for profit healthcare provider of blood and blood components to patients at over 100 hospitals and 40 ambulatory healthcare facilities in 42 Northern Florida, Southern Alabama, Southern Georgia and Tampa Bay counties. Almost 350,000 volunteer donations are needed annually.

### **FOR MEDIA INQUIRIES CONTACT:**

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**Additional Blood Supply Information is Available at [www.fbsblood.org](http://www.fbsblood.org)**

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