

**FOR IMMEDIATE RELEASE**  
 January 3, 2012



**TEN NEWS  
 MARTIN LUTHER KING DAY  
 BLOOD & MARROW DONOR REGISTRY DRIVE**

(St. Petersburg, FL: 01/3/12) January is the month of highest blood usage by patients in Tampa Bay. In addition, there is a critical need for more minority donors on the National Marrow Donor Program's 'Be The Match' Registry. Therefore, Ten News has teamed up with Bealls to sponsor the Ten News Martin Luther King Day Blood & Marrow Donor Registry Drive, on Monday, January 16, 2012. Florida Blood Services bloodmobiles will be located, from 12 Noon until 6 p.m., at these Tampa Bay area Bealls stores:

7899 9 <sup>th</sup> St. N. <b>St. Petersburg</b>	6355 Manatee Ave. W. <b>Bradenton</b>	7365 52 <sup>nd</sup> Place E. <b>Bradenton</b>
1814 State Road 581 <b>Wesley Chapel</b>	925 East Bloomingdale Ave. <b>Brandon</b>	10500 Ulmerton Rd. <b>Largo</b>
15792 North Dale Mabry <b>Tampa</b>	7201 State Road 54 <b>New Port Richey</b>	13120 US Hwy 301 <b>Riverview</b>
7900 Seminole Mall <b>Seminole</b>	3846 Sun City Center Blvd <b>Ruskin</b>	3140 Tampa Rd. <b>Oldsmar</b>
5451 Palmer Crossing Circle <b>Sarasota</b>	2104 Jim Redman Parkway <b>Plant City</b>	501 N. Beneva Rd. <b>Sarasota</b>
	3565 Lakeland Highlands Rd. <b>Lakeland</b>	

**In addition, a bloodmobile will be at the  
 Ten News studios, located at 11450 Gandy Blvd. in Saint Petersburg.**

Florida Blood Services and Blood Net USA Donor Centers in Hillsborough, Manatee, Pasco, Pinellas and Polk counties, will be participating in this vital drive blood drive during the hours listed at the addresses below:

<b>HILLSBOROUGH COUNTY</b>		
5301 East Fletcher Ave. East of I-275 at 53rd St. <b>North Tampa</b> 8 a.m. – 7 p.m.	727-A West Lumsden Rd. at Kings Ave. Oak Park Plaza <b>Brandon</b> 8 a.m. - 7 p.m.	4041 West Kennedy Blvd. between Lois Ave. & South Dale Mabry <b>South Tampa</b> 10 a.m. - 7 p.m.

15427 North Dale Mabry Hwy. North of Bearss <b>Tampa/Northdale</b> 8 a.m. - 7 p.m.		2909 Jim Redman Pkwy. City Crossings Shopping Plaza <b>Plant City</b> 9 a.m. - 7 p.m.	
<b>PASCO COUNTY</b>			
5319 Village Dr. SE Corner I-75 & SR 54 <b>Wesley Chapel</b> 8 a.m. - 7 p.m.	5355 US Hwy. 19 South of Gulf Dr. <b>New Port Richey</b> 8 a.m. - 7 p.m.	38040 Market Sq. Dr. Corner of US 301 & CR 54 <b>Zephyrhills</b> 11 a.m. - 7 p.m.	
<b>PINELLAS COUNTY</b>			
1680 S Missouri South of Belleair, by Office Depot <b>Clearwater</b> 8 a.m. - 7 p.m.	1700 66 <sup>th</sup> St. N. At 18 <sup>th</sup> Ave. N. <b>St. Petersburg</b> 8 a.m. - 7 p.m.		10100 Dr. MLK Jr. St N at Gandy Blvd. <b>St. Petersburg</b> 8 a.m. - 7 p.m.
<b>MANATEE COUNTY</b>			
216 Manatee Avenue E at 2nd Avenue E <b>Bradenton</b> 8 a.m. - 7 p.m.		11161 East St. Road 70 At Lakewood Ranch Blvd. <b>Bradenton</b> 10 a.m. - 7 p.m.	
<b>POLK COUNTY</b>			
3200 Lakeland Hills Blvd. At Griffin Rd. <b>Lakeland</b> 8 a.m. - 6 p.m.	2315 Commerce Point Dr. Heritage Business Ctr. <b>South Lakeland</b> 11 a.m. - 7 p.m.	39861 Hwy 27 <b>Davenport</b> 9 a.m. - 6 p.m.	

All lifesaving donors will receive a FREE \$5.00 off coupon from Bealls, a limited edition MLK T-shirt (pictured below), and a new year wellness check up of blood pressure, pulse, temperature and iron count, including a cholesterol screening, plus a chance to win a \$1,000 Bealls Gift Card. In addition, all donors will be entered into our November through February donor drawing to win a 2012 KIA Soul from Friendly KIA of New Port Richey!

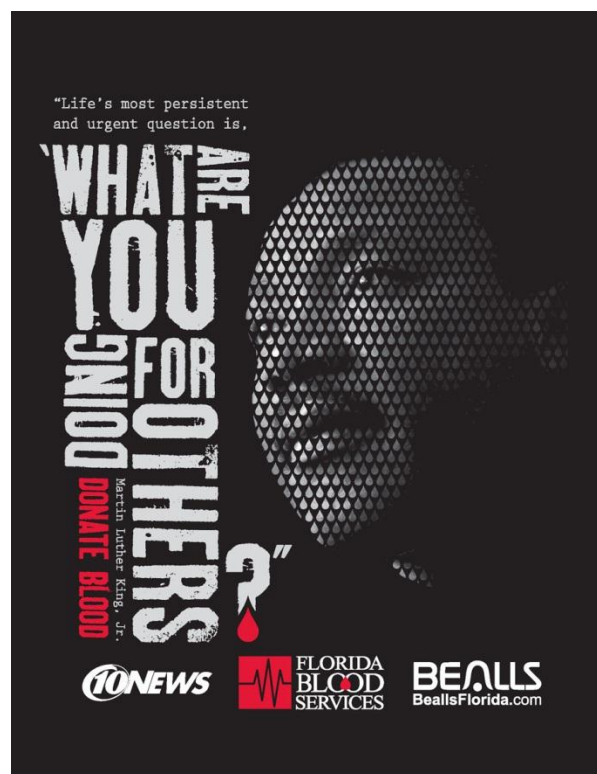
Generally, healthy people, age 16 or older, who weigh at least 110 pounds can be blood donors. Identification is required prior to donation. For further information, please call 1-800-68-BLOOD (25663) or visit [www.fbsblood.org](http://www.fbsblood.org).

About National Marrow Donor Program: NMDP's mission is "We save lives through cellular transplantation – science, service and support." Thousands of patients worldwide are waiting

for a bone marrow or blood stem cell transplant as their only hope to live. In the United States and Internationally, the NMDP is a global point of access of cellular transplant resources and information for transplant centers, physicians, researchers, patients and their families. All of which is made possible by the generosity of volunteer marrow, peripheral blood stem cell and umbilical cord donors. For information on joining the “Be The Match” registry visit:

<http://marrow.org/Home.aspx>

Florida Blood Services, is a not for profit, community based provider for the blood needs of patients at 46 hospitals in Hillsborough, Manatee, Pasco, Pinellas and Polk Counties, through the generosity of volunteer blood donors. Almost 1,000 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.



**FOR MEDIA INQUIRIES CONTACT:**

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