



A Not-For-Profit
Community-Supported
Blood Bank

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NEWS RELEASE

AAA Special Promotion To Benefit Suncoast Communities Blood Bank NR#05-01

Suncoast Communities Blood Bank (SCBB) and AAA Travel Agency are teaming up to get the word out about the importance of blood donating. One blood donation can help save up to three lives!

Starting April 1, 2005, AAA will promote a special cruise offer with a portion of the proceeds benefiting the Blood Bank. People can book a cruise between now and August 12, 2005 on the *Miracle*, a part of the Carnival Cruise registry out of Tampa, to take part in this charitable contribution. This is a great way to help someone in need without lifting a finger.

To kick off this special cruise deal, Suncoast Communities Blood Bank and AAA will host the following blood drives:

Date: April 1, 2005
Time: 8:00 a.m. to Noon
Location: AAA Travel, 3844 Bee Ridge Road, in Sarasota

Date: April 1, 2005
Time: 1:00 p.m. to 5:00 p.m.
Location: AAA Travel, 258 Ringling Shopping Center, in Sarasota

Date: April 2, 2005
Time: 8:30 a.m. to 1:00 p.m.
Location: AAA Travel, 3844 Bee Ridge Road, in Sarasota

Date: April 2, 2005
Time: 9:00 a.m. to 1:00 p.m.
Location: AAA Travel, 2100 South Tamiami Trail, in Venice.

Suncoast Communities Blood Bank (SCBB) thanks its many donors who selflessly give to improve the quality of life for others. Donating blood is an inexpensive and effortless way to give back to the community. Donating blood doesn't cost the donor anything and one donation can help save up to three lives. A person has an 85% chance of someday needing a blood transfusion. Since there is no artificial substitute for human blood, the Blood Bank relies on the generosity of blood donors to help replenish the blood supply available to three local hospitals. An average of 80 units of blood is needed on a daily basis. A blood donation is separated into components and can help cancer patients, people undergoing surgery, premature newborns and victims of traumatic accidents. Giving blood is a simple process that takes about thirty minutes. People may donate if they are at least 17 years old, weigh at least 110 pounds, and are in reasonably good health. However, some people may be excluded temporarily or permanently due to certain travel or health risks. Now is the time to help someone in need! For more information regarding Suncoast Communities Blood Bank visit www.scbb.org or to learn how to make a blood donation, call 941-954-1600 extension 240.

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