



A Not-For-Profit
Community-Supported
Blood Bank

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NEWS RELEASE

Suncoast Communities Blood Bank Launches TV Show
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Lights, Cameras, Action! Suncoast Communities Blood Bank is reaching out to a viewing audience with the launch of a TV show, tentatively called "Bloodhounds". It debuts on Blab TV, Comcast Channel 21 on January 24, 2006 from 5:30p.m. to 6:00 p.m.

The goal of the half hour TV show is to educate the public about the importance of blood donations, highlight organizations and individuals that support the blood bank or have been impacted by the need for blood, explain processes involved in blood donation, show what the blood bank does and much more. "Bloodhounds" was chosen as the tentative name for the TV show. The Blood Bank intends to seek more community input for a name and will announce a "winning" name later this spring once the show has been on air for some time. More details will be given in coming months about the naming contest. The show will run once a week but the show content will stay the same for about a month.

Suncoast Communities Blood Bank is looking for sponsors to help cover the costs of production and air time. Any person or organization that may like to help with sponsoring, please contact Public Relations and Marketing Manager, Julie Platt at 954-1600 ext 272.

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