

FOR IMMEDIATE RELEASE

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LAUNCH OF LIFE-SAVING PARTNERSHIP

COMMUNITY BLOOD BANK TO SERVE MANATEE MEMORIAL HOSPITAL AND
LAKEWOOD RANCH MEDICAL CENTER

Bradenton, FL – Kevin DiLallo, CEO at Manatee Healthcare Systems was among the first in line to roll up his sleeve and donate blood as Suncoast Communities Blood Bank (SCBB) officially became the sole provider of blood products and blood services to both Manatee Memorial Hospital (MMH) and Lakewood Ranch Medical Center (LRMC).

In addition to providing blood products, SCBB serves as the reference laboratory and provides direct therapeutic patient services for the two Manatee hospitals. “Suncoast Communities Blood Bank has a distinguished reputation for providing outstanding customer service to its hospitals, patients and blood donors,” says Mr. DiLallo. “They have been in the area for over 60 years and we welcome them as a vital partner.”

Dr. Mark J. Magenheimer, CEO and Medical Director at SCBB joined Mr. DiLallo at the 7 AM donation to officially kick-off the inaugural blood drive at MMH with 100 staff and community donors anticipated. “Our slogan at SCBB is ‘we can’t operate without you,’” says Dr. Magenheimer. “Our blood center is able to save lives because of the thousands of individuals who volunteer to donate blood in service to their neighbors. Blood can only be given as a gift from one human being to another. We look forward to working with the citizens of Manatee County to help serve their hospitals.”

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Cutline for attached photo:

Mark J. Magenheimer, MD, CEO of Suncoast Communities Blood Bank greets Kevin DiLallo, CEO at Manatee Memorial Hospital after Mr. DiLallo’s blood donation on August 30, 2010.