

FOR IMMEDIATE RELEASE

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Blood Bank Launches Enhanced Retention Program

Two additional restaurants join Stonewood Grill and Tavern as supporters

Sarasota, FL—Suncoast Communities Blood Bank (SCBB) is pleased to announce the addition of two restaurant partners to its current retention program called The League of Lifesavers. Cosimo's Brick Oven and Mattison's join Stonewood Grill and Tavern as mutual sponsors. The program's purpose is to recognize and thank individuals who donate blood three or more times during the year. Stonewood Grill and Tavern has been a partner with SCBB for the past few years.

"Last year, more than 15,000 individuals donated blood. Of those donors, 20 percent came back three or more times. I am proud of their ongoing dedication to provide a safe blood supply for our community," says Scott Bush, Chief of Technical Operations for SCBB. "I also thank our restaurant partners for recognizing the critical role of these repeat donors."

"Giving blood is such an easy thing to do, it takes very little time and effort especially in comparison with the result, which is that it saves lives," says Chef Paul Mattison, Proprietor and Executive Chef of Mattison's, and a blood donor. "I am proud to participate in a program with an organization that is grounded by community needs and is supported by the community it serves. It is important for everyone who can give blood to do so."

About League of Lifesavers Membership

The program runs through December 2010. To become a League of Lifesaver member and earn eligibility for rewards, a person is required to give three units of blood (or three pints). Upon their third visit they earn a \$25 gift certificate to Stonewood Grill & Tavern, Cosimo's, or Mattison's. Anyone interested in becoming a League of Lifesaver member can visit any SCBB bloodmobile or one of three donor centers listed at www.scbb.org. For more information call 1-866-97BLOOD.

League of Lifesavers gift certificates are non-transferable and not redeemable for cash.

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