

FOR IMMEDIATE RELEASE

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**Blood Donors to Dominate Radio Station
Pints for Play Returns on May 27th**

Sarasota, FL- Imagine, Lady Gaga, Daughtry, Bach, Neil Sedaka and Black Eyed Peas in one music format. Anything is possible during *Pints for Play II*, when blood donors dominate the airwaves for one single day to create a unique, original music mix.

It began in 2009, when Suncoast Communities Blood Bank (SCBB) and WSRZ's Morning Crew hosts Christina Crane and David Jones partnered for a unique blood drive called *Pints for Play*. It rewarded blood donors with the option of a music request or business advertisement. The event became radio history when WSRZ went commercial free for 12 hours and the music ranged from Elvis to polka to AC/DC, and the blood bank witnessed its largest ever day of blood collections from a blood drive.

"Last year's *Pints for Play* exceeded our expectations, so we want to create a sequel," says Christina Crane, co-host of the WSRZ Morning Crew. "Being able to give the day again to donors is our way of saying thanks to the unsung heroes who save lives."

"We ask our listeners to bring their families, friends and coworkers," adds Morning Crew co-host David Jones. "Our goal is to top last year's record of 295 blood donors and to provide the most lifesaving blood we can for our hospitals."

SCBB and WSRZ 107.9 FM are once again partnering for *Pints for Play* on Thursday, May 27th. When an individual donates blood, WSRZ will take their song request (any genre) or allow them to advertise their business.

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***Pints for Play* will be at two locations on Thursday, May 27th from 7:00 a.m. to 7:00 p.m.**

- **Westfield Southgate Mall**, near Williams-Sonoma entrance at US 41 and Siesta Drive in Sarasota.
- **SCBB Nokomis Donor Center** at US 41 and Laurel Road in Nokomis.

The following community partners support *Pints for Play II* and include: Westfield Southgate Mall, Cosimo's Brick Oven and Cosimo's Too! Additionally, the first 108 blood donors at each location will receive a commemorative t-shirt, goodie bags from Westfield Southgate filled with merchant coupons, and a \$10 gift certificate to Cosimo's Brick Oven or Cosimo's Too! For more information about SCBB visit www.scbb.org or 1-866-97BLOOD.

About SCBB

For more than 60 years, Suncoast Communities Blood Bank (SCBB) has been saving lives by providing blood collection and transfusion services to our community. Much has changed in medicine since 1949, revolutionizing how we save lives. What remains the same is the need for human blood. There is no viable substitute for the selfless act of donating it. Now as then, we can't operate without you.

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