

**FOR IMMEDIATE RELEASE**

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***Pints for Play II* sets a new record in local blood bank history**

**Sarasota, FL-** Suncoast Communities Blood Bank (SCBB) witnessed a new record in its 61 year history—the largest response to a one day blood drive. More than 450 people signed up to donate blood at the second annual *Pints for Play II* on May 27<sup>th</sup> in Sarasota and Nokomis. People gave blood to dominate the airwaves of WSRZ 107.9FM with song requests of their choice or business mentions.

“*Pints for Play* was a monumental day! In one single day, the WSRZ event enabled us to meet nearly a week’s supply for area medical facilities,” Dr. Mark J. Magenheim, CEO and Medical Director of SCBB said. “This tremendous community support is humbling. Our donors and the team at WSRZ are exceptional.”

WSRZ partnered to turn over the station to blood donors for twelve continuous hours in a commercial free format. While radio history was made last year with this unique broadcast format, it was the increased response from the community that set a new record this year. SCBB saw a 54% increase over the 2009 results (295). The amount of blood donations raised during *Pints for Play II* far exceeded the minimum number of 100 blood units required by medical facilities on a daily basis.

“When we decided to hold a sequel we had no idea how much we would shatter last year’s collection record. I am amazed by the response from our listeners. But then again, our listeners are amazing people,” remarked Christina Crane, co-host of the WSRZ morning show.

“It is inspiring to live and work in a community that just keeps giving and giving,” commented David Jones, co-host of the WSRZ morning show. “It goes to show that extraordinary things happen when a generous group comes together.”

Several community partners joined to support the event including Westfield Southgate Mall, Cosimo’s Brick Oven, TooJays, Hungry Howie’s and Ophelia’s Pasta House.

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“Westfield Southgate was very proud to sponsor and host the second annual *Pints for Play*. This was a fun and rewarding opportunity to support the Sarasota community, specifically Suncoast Communities Blood Bank, our area hospitals, their patients and their families,” commented Sam Davidson, Marketing Director for Westfield Southgate. “We are thankful to our valued retailers who donated products and continue to invest their time and deepen their involvement in our community.”

#### **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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