

# **MEDIA ALERT**

## **FOR IMMEDIATE RELEASE**

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### **LifeShare Blood Centers Responds to Florida Traffic Disaster**

*Shreveport, LA – January 9, 2007* – LifeShare Blood Centers is responding to a plea from Florida Blood Services for additional blood to help victims of this morning's multi-car pileup on Interstate 4 that was caused by smoke and fog.

"We are a resource-sharing blood center. That means we help our sister blood centers in times of need, just as they have helped us in the past," said Libby Murphy, director of development and public relations at LifeShare Blood Centers. "We encourage the public to do what Americans do best. That is, help our fellow Americans in times of need."

Blood types O, A and B negative are most needed, but all blood types are encouraged to donate to replenish the blood supply.

Potential donors must be at least 17 years old, weigh at least 110 lbs., must feel well and healthy at the time of donation, know the names and reasons for medications taken, and should eat a good meal and increase fluid intake prior to donation. Donors will be asked to present identification at the time of donation.

Donors can help by giving blood at any mobile blood drive, or at any LifeShare Blood Centers location. For more information, or to find a conveniently located mobile blood drive, visit HYPERLINK "http://www.lifeshare.org" [www.lifeshare.org](http://www.lifeshare.org).

### **About LifeShare Blood Centers**

LifeShare Blood Centers is the exclusive provider of blood, blood components and related services for use by patients in over 140 healthcare facilities throughout Louisiana, southeast Texas, and southeast Arkansas. The 65-year-old company is a 501(c)(3) non-profit community blood center, governed by a volunteer Board of Trustees, licensed by the Food and Drug Administration, inspected and accredited by AABB (formerly known as the American Association of Blood Banks), and a member of America's Blood Centers. For more information, please visit HYPERLINK "http://www.lifeshare.org" [www.lifeshare.org](http://www.lifeshare.org).

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