



## NEWS RELEASE

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### **FOR IMMEDIATE RELEASE**

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#### **Suncoast Communities Blood Bank Opens New Lakewood Ranch Location in Manatee County with Blood Drive and Vroom**

*Donors will be entered in drawing for Daytona 500 Speedweek tickets with NASCAR VIP Full Access Pit/Garage Passes*

MANATEE, Florida – January 6, 2011 – Suncoast Communities Blood Bank (SCBB) is expanding into Manatee County and will celebrate the grand opening of its new 1731 Lakewood Ranch Boulevard location with a Blood Drive on January 15, 2011. From 9:00 a.m. to 3:00 p.m., donors will have the opportunity to donate blood; view the vintage NASCAR race car, Wonder Woman; and enter for a chance to win two tickets to Daytona 500's Speedweek with one-of-a-kind access opportunities for the event, including the Daytona 500.

The Daytona 500 Speedweek tickets with NASCAR VIP Pit/Garage Access Passes will grant one lucky winner and guest with full access to the event's garages and VIP areas from February 17 - 20 2011. The VIP passes will also place them so close to the action, drivers and crew, they will feel like a member of the team. Every donor will also receive a gift bag with a T-shirt and valuable savings from participating local businesses and sponsors. Those who register to donate blood at any SCBB location or bloodmobile through January 22, 2011 will be eligible to win the Daytona 500 Speedweek package.

The drawing for the Daytona 500 Speedweek tickets and NASCAR VIP Pit/Garage Passes will take place January 23, 2011 and is sponsored by Turner Tree & Landscape. The winner will be contacted by Suncoast Communities Blood Bank and need not be present to win. The winner and guest must be 18 years or older to win, must have a valid driver's license and are subject to a background check conducted by NASCAR.

The grand opening will also feature East Manatee Fire Rescue and a fly-in by the Bayflite 2 emergency medical helicopter and crew. SCBB provides Bayflite 2 with the blood supply required for all flights. Suncoast Communities Blood Bank is Manatee County's hometown blood supplier; providing 100% of the blood products and services to Manatee Memorial Hospital and Lakewood Ranch Medical Center. The Blood Bank's expansion into Manatee County will provide donors with convenient locations for donating blood and receiving the Blood Bank's services.

"Our mission is to provide the community with a safe, reliable and affordable blood supply," stated Kevin Lindberg, CEO of Suncoast Communities Blood Bank. "Our new partnerships with Manatee Memorial Hospital and Lakewood Ranch Medical Center mean that we'll now rely more heavily on Manatee County residents to help us meet the need of those patients who benefit from blood transfusions."

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The donation process takes approximately 30 minutes and one unit of blood can save up to three lives. To be eligible to donate blood, a person must be in good health, 17 years of age or older and at least 110 pounds. If you are not able to donate blood at this scheduled Lakewood Ranch Blood Drive, please visit the SCBB web site, [scbb.org](http://scbb.org), for a listing of SCBB locations and Blood Drives taking place throughout Sarasota, Desoto and Manatee Counties.

#### **About Suncoast Communities Blood Bank**

Suncoast Communities Blood Bank (SCBB) is a registered 501(c)(3) not-for-profit organization providing a reliable supply of safe blood products and services to our community for over 60 years. SCBB provides 100% of the blood products and services for Sarasota Memorial Healthcare System, Manatee Healthcare System, HealthSouth Rehabilitation Hospital of Sarasota, Doctors Hospital of Sarasota, DeSoto Memorial Hospital and Bayflite 2. SCBB is recognized as a distinguished provider with outstanding customer service and the ability to provide rare blood services onsite. For more information, visit [scbb.org](http://scbb.org).

***Grapevine Communications, a full-service, award-winning Advertising, Marketing and Public Relations firm based in Sarasota and serving clients nationwide, was awarded the 2010 Frank G. Berlin, Sr., "Small Business of The Year" Award by the Greater Sarasota Chamber of Commerce. For more information on Grapevine Communications, contact Jamie M. Smith at 941-351-0024 or email [pr@grapeinc.com](mailto:pr@grapeinc.com).***

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