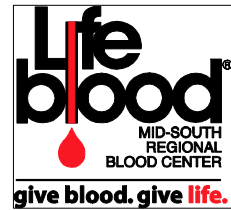


FOR IMMEDIATE RELEASE

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Fred Jones Dispels "Classic" Blood Donation Myths Fred and Friends to Donate at Lifeblood March 29



Founder of the Memphis Southern Heritage Classic and Lifeblood MythBuster, Fred Jones.

(Memphis, Tenn.)— Founder and producer of the Memphis Southern Heritage Classic, Fred Jones, can add a new title to his list – Lifeblood MythBuster. Jones is dedicating an entire month to dispelling the myths that surround blood donation by encouraging the community to donate blood throughout March. He will also be making a special appearance **Tuesday, March 29 at 11:00 a.m. at Lifeblood's Paul W. Barret, Jr. Donor Center (1045 Madison Avenue)** as he donates blood for the second time.

"Because of all the myths and what you hear about donating blood, I held myself back from donating until recently," said Jones. "When I learned that Lifeblood devotes an entire month each year to dispelling these myths, I wanted to do my part and encourage others to overcome the initial fear of donating blood. It's a simple and virtually painless process that save lives."

Individuals interested in meeting and donating blood with Fred Jones and his friends should call Lifeblood's Paul W. Barret, Jr. Donor Center at 901.522.9198 for more information. Those who donate at this event and throughout the month will become Lifeblood "MythBusters" and receive a complimentary MythBusters T-shirt.

Because patients in area hospitals rely on blood from Lifeblood's volunteer donors, our community cannot afford to allow myths to prevent individuals from donating blood. Some of the myths Fred Jones and Lifeblood are dispelling in March include:

- ?? Donating blood is extremely painful. – When, in fact, donors feel only a slight pinch just for a few seconds.
- ?? Blood donors who are paid for donations are still helping patients in need. – Actually, because of FDA regulations, blood collected at paid donor centers cannot be used for transfusion purposes.
- ?? Donating once a year maintains a stable community blood supply. – When, the truth is that because our community uses blood at twice the national average, blood donors are eligible and urged to donate every 56 days.
- ?? And many others.

About Lifeblood:

A nonprofit organization, Lifeblood is our community's only volunteer, full-service blood center, and is this area's leading provider of blood and blood components to local hospitals. Each year, hospitals in our community require about 104,000 units of blood to treat patients in their care, and Lifeblood's volunteer donors provide just more than half that amount. The rest must be imported from other volunteer blood centers throughout the country. Only dedicated individuals donating more frequently can help our community close that gap and stabilize the local blood supply.

Individuals who are in generally good health, at least 17 years old and weigh at least 110 pounds may donate blood at any of Lifeblood's 12 donor centers or during numerous mobile drives hosted throughout the area. Please call **1.888.lifeblood** or visit **www.lifeblood.org** to find out more about donating blood and saving lives in our community.

Give blood. Give life.

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