



## Frequency Matters Challenge Kicks Off SCBC encourages donors to give blood regularly

You visit the dentist for a cleaning every 6 months, you trek to the doctor's office each year for an annual physical, you change the oil in your car every 3,000 miles...but do you take the time to donate blood regularly?

FREQUENCY MATTERS for blood donation too. At SCBC, we depend on the selfless contributions of volunteer blood donors to help fight blood shortages within our community. As summer approaches, make a commitment to donate blood regularly - join the Frequency Matters Challenge today!

When you give blood now through the end of April, you'll get a one-of-a-kind Frequency Matters tee.



Visit us again in the summer and you'll walk away with even more limited-edition donors gifts.

## ELEVATED NEED FOR TYPE O BLOOD

There is currently an elevated need, system-wide, for both O Positive and O Negative blood types. If you are a donor who falls into one of these categories, please consider donating blood at your earliest convenience, provided you are eligible to give. You might also want to consider an automated donation to maximize the impact of your lifesaving gift. Not sure exactly what an "automated donation" is? Visit our website's section on donating 2 units of red cells or contact your nearest donor center.



We appreciate the support of all of our donors and are particularly grateful for those who step up to the plate when we need them the most. Keep up the great work - you're truly making a difference in our community!

## OUT & ABOUT

Donating blood is ultimately about saving lives, but who said you can't have a little fun while doing it!?!?

We are lucky enough to be able to partner with a number of fun-loving, dynamic personalities, as the photos to the right suggest:

Top right photo: Tina Phillips, Community Relations Representative, and Smith Northview Hospital's (Valdosta) blood drive coordinator, Chuck Roberts, get in the spirit at the hospital's St. Patrick's Day drive.



Bottom right photo: A band performs at the Tallahassee Museum's annual Tallahassee Jazz & Blues Festival, with SCBC's banner acting as the backdrop for the event. The center was the presenting sponsor for the festival, which drew in over 1,900 visitors between March 13 and 14.



Tallahassee Jazz & Blues Festival

## win *carrie underwood* tickets

Donate blood in April and you'll have a chance to win 2 tickets to Carrie Underwood's May 4 concert at the Tallahassee-Leon County Civic Center. Two sets of tickets will be raffled off.



## Donors are Our Diamonds February's Dazzling Drawing Winners



Our donors shined in February, working hard to keep blood on the shelves for local residents. A few of them even went home with a sparkling surprise:

- Diamond Earring Winners**
- Week 1 - Melvin Bell
  - Week 2 - Felicia Hancock
  - Week 3 - Angie Brown
  - Week 4 - Erick Langston



### Grand Prize Winner

Nora Kirkland, pictured above, showcasing her new diamond ring