

OKLAHOMA BLOOD INSTITUTE



NEWS RELEASE

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GIVE BLOOD! WIN A SATURN!

Donate blood with Oklahoma Blood Institute (OBI) and drive off in style! Donors can enter to win one of two new 2008 Saturn cars from Bob Moore Saturn! This popular promotional partnership is the dealership's way to give back to community members who faithfully donate in the winter to help ensure OBI has enough blood to take care of every patient's need.

From December 10, 2007 through February 8, 2008 donors can enter to win a sporty new 2008 SKY roadster by giving blood at any OBI blood center or mobile blood drive. On February 9 only, donors can enter to win a sleek VUE sports utility vehicle by donating exclusively at either the Bob Moore dealership in Oklahoma City or Edmond.

On February 16, ten finalists for the SKY roadster and 5 finalists for the VUE vehicle will gather at Bob Moore Saturn to find out which two lucky blood donor finalists hold the keys that will allow them to drive away with new cars.

Every donor will receive a FREE "OBI Blood Donor" t-shirt to keep them warm this winter as well as FREE health checks on body temperature, blood pressure, pulse rate and cholesterol and iron levels.

"Since their first blood drive with OBI in 2003, the dealership has set the standard in the annual National Saturn blood donor campaign," says John Armitage, M.D., President and CEO of Oklahoma Blood Institute. "At the conclusion of last year's promotion, OBI was recognized by Saturn nationally, along with Bob Moore Saturn, for surpassing the 100,000 units of blood collected mark." Armitage adds, "We are appreciative of the opportunity to once again partner with Bob Moore Saturn. Their annual commitment through the holiday season and into the months of January and February – a time when it is difficult to maintain blood inventories - is an incredible gift to thousands of patients each year."

Your blood donation may be your key to a new car!

Due to Saturn territory rules, donors donating in the following counties are not eligible for this promotion: Tulsa, Delaware, Craig, Ottawa, Rogers, Wagoner, Washington, Cherokee, Mayes, Nowata, Adair. OBI is a non-profit regional blood center providing blood to more than 110 hospitals in Oklahoma and North Central Texas.