

OKLAHOMA BLOOD INSTITUTE

NEWS RELEASE

CONTACT: Jennifer Billings • 405-464-2162 • jbillings@obi.org
Sara Wilson, CBC • 918-671-6907 • swilson@obi.org

GAVE BLOOD. WON A SATURN.

This year's Bob Moore Saturn Donor-Days blood drive promotion concluded on Saturday, February 16, with a suspenseful, exciting and surprise-filled finale event. Now, Oklahoma Blood Institute (OBI) and the dealership are pleased to announce the answer to the *key* question – which two lucky blood donors drove away with new cars!

The promotion from December 10, 2007 through February 8 gave OBI donors an opportunity to enter to win a sporty new 2008 Saturn SKY roadster. Winner of the SKY is Randy Helfer of Edmond. Randy gave blood during the Christmas holiday and entered to win the car at that time. He says, "I feel great. I almost didn't make it today!" The showroom was filled with anticipation as Randy turned the key. He was the ninth of the ten finalists to try to start the SKY.

The other nine finalists for the Saturn SKY were: Jarahmy Fletcher, Midwest City; Dale Copley, Cache; Curtis Niccum, Springtown, TX; Chris Barnes, Del City; Ron McCall, Del City; Darla Albright, Enid; Robert Blackowl, El Reno; Melody Thomas, Cache; and John McPherson, Oklahoma City.

On February 9 only, donors could enter to win a sleek 2008 Saturn VUE sports utility vehicle by donating exclusively at either the Bob Moore Saturn dealership in Oklahoma City or Edmond. Winner of the VUE is John New, also from Edmond. He says, "I'm never this lucky. I should buy a lottery ticket today, too!" Onlookers found out quickly that John was the winner – he was only the second of five donors to try to crank the Vue's engine. His family cried out in joy when they heard the pistons whir.

The other four finalists for the Saturn VUE were: Sheila Wakely, Edmond; David Lawson, Mustang; Robyn Sirt-Smith, Choctaw; and Robert Hill, Norman.

This year's successful promotion results include 39,424 people who attempted to donate, 33,246 people who were able to donate and 6,579 people who were first-time blood donors. National representatives of Saturn along with dignitaries from America's Blood Centers (ABC) were in attendance at the giveaway event to acknowledge Bob Moore Saturn's extraordinary partnership with OBI and its unparalleled corporate commitment.

– M O R E –

OBI/SATURN WINNERS

02/16/08

America's Blood Centers also made an official announcement at the event about "*The Saturn Retailer's Challenge Award (Most Productive)*" category in ABC's annual awards competition. The organization explained that since the award's inception in 2003, Bob Moore Saturn has been the winner in the most productive category every year. In honor of this accomplishment, America's Blood Centers has renamed the award "*The Bob Moore Saturn Challenge Award*".

"Saturn remains a tremendous champion of blood donation," said ABC's Matt Granato. "We are very appreciative of Bob Moore Saturn's outstanding commitment, as they have and continue to provide a great example for all future award recipients to follow."

"This popular promotional partnership is Bob Moore Saturn's way to give back to community members who help ensure OBI has enough blood to take care of every patient's need," says John Armitage, M.D., President and CEO of OBI. "Their annual commitment through the holiday season and into February is an incredible gift to thousands of patients each year and we cannot fully express our appreciation for their steadfast support."

Oklahoma Blood Institute is a non-profit regional blood center providing transfusion products and clinical services to 110 hospitals in Oklahoma and north central Texas. OBI is headquartered in Oklahoma City and manages the life-saving donations from more than 120,000 individuals each year.