



Media Alert

**Gulf Coast Regional
Blood Center**
Commit for Life.

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www.giveblood.org

COMMUNITY ADVOCATES TO HOST FIRST BLOOD DRIVE IN HOUSTON'S EAST END

Gulfgate Community Advocates Invite the Community to Commit For Life Nov. 15

WHAT: Residents of the East End are invited to join the Gulfgate Community Advocates – volunteers who spread the word about blood donations in their community – for their first-ever Community Advocate Blood Drive on Saturday, Nov. 15. The drive was originally planned for September but was rescheduled due to Hurricane Ike.

The advocates encourage more individuals in the largely Hispanic Gulfgate neighborhood to make a life-saving donation, as less than 15 percent of The Blood Center's donors are Hispanic. All those who donate or attempt to donate will receive 300 bonus points and a free *Commit for Life* T-shirt.

Additionally, November is National Bone Marrow Donor Month. More individuals including those of Hispanic origin are needed to register for the national bone marrow program to help patients like Norma Quezada, a mother of three who is currently battling leukemia. Tissue types much like hair and skin color are inherited; therefore Norma and thousands like her are more likely to find a match from someone with his or her same ethnic background.

WHEN: Saturday, Sept. 13
8 a.m. to 4 p.m.

WHERE: Gulfgate Neighborhood Donor Center
546 Gulfgate Center
Houston, Texas 77087

ABOUT US: Gulf Coast Regional Blood Center is asking its donors to *Commit for Life*. It takes three simple steps: 1) Donate once per quarter; 2) allow The Blood Center to contact you; and 3) spread the word, encouraging others to *Commit for Life*. The Blood Center is the primary supplier of blood components to more than 170 hospitals and health care facilities in a 25-county Texas Gulf Coast region. Donors must be at least 17 years of age, weigh a minimum of 110 pounds and be in good general health. Individuals who are 16 years old, at least 122 pounds, in good general health and have parental permission also may be eligible to donate. The donation process is simple, taking only about one hour. For additional information, call (713) 790-1200 or 1(888) 482-5663, or visit The Blood Center's Web site at www.giveblood.org.

MEDIA

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