



Media Alert

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

1400 La Concha Lane • Houston, Texas 77054-1802
PH: (713) 791-6272 • FX: (713) 796-0243
cmartin@giveblood.org
www.giveblood.org

SAVE LIVES WITH 24-HOUR FITNESS AND IMPROVE YOUR OWN HEALTH

Free 30-Day Gym Membership for All Who Attempt to Donate at Blood Drive

WHAT: *Commit for Life* with 24-Hour Fitness at FM 1960 and Veterans Memorial as they hold a blood drive July 29. Your donation will help save up to three lives and ensure a steady blood supply for local patients.

Additionally, 24-Hour Fitness will give a free 30-day membership to all who attempt to donate at the drive. Donors will also receive a free health check during the screening process. You can view your cholesterol and blood pressure levels 24 hours after donating by clicking on Digital Donor at giveblood.org.

More than 1,000 blood donations are needed every day in our region. Individuals are encouraged to *Commit for Life* and donate at least once a quarter to make blood readily available for patients.

WHEN: Wednesday, July 29 – 4 to 8 p.m.

WHERE: 24-Hour Fitness-1960
4425 FM 1960 W
Houston, TX 77068

To schedule your donation, visit www.giveblood.org or call 1(888) 482-5663.

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 their parents' consent also may donate. The donation process is simple, taking only about one hour. Gulf Coast Regional Blood Center is a nonprofit, independent blood center that is not affiliated with the American Red Cross.

Interact with us on the Web: www.giveblood.org/blog • www.giveblood.org/Facebook • www.twitter.com/commitforlife • www.flickr.com/photos/commitforlife

MEDIA

CONTACT: Sheena Abraham, (713) 791-6329
Public Relations Associate, sabraham@giveblood.org
Cortney Martin, (713) 791-6682
Public Relations Coordinator, cmartin@giveblood.org