

News Release



**American
Red Cross**

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Red Cross Offers Chance to Win a Brand New Car

Join the Red, White & Vroom sweepstakes today!

Voluntarily giving blood or platelets for patients in need is a great reward in itself, but the American Red Cross and *Red Cross Racing* are upping the ante by giving away a brand new car.

Thanks to a generous donation by the Ford Motor Company, the Red Cross is giving away a 2011 Ford Fiesta to one lucky winner. From July 1, 2010 through Nov. 1, 2010, all presenting donors can register online at redcrossracing.com for a chance to win. It's the Red Cross' way of saying thank you to committed blood and platelet donors.

In addition, every time donors record their blood or platelet donations at redcrossracing.com, they'll accrue points which can be exchanged for *Red Cross Racing*-themed prizes, including t-shirts, hats, and even a miniature die-cast Red Cross car!

Red Cross Racing is an innovative program designed to encourage NASCAR fans to donate blood through the Red Cross. Thanks to ongoing support from 3M Company, the Red Cross has two full paint schemes on the Roush Fenway No. 16 Ford Fusion this racing season.

A chance to win. A reason to give. Join the Red, White & Vroom sweepstakes today! Visit redcrossracing.com for the official rules.

How to Donate Blood

Simply call 1-800-GIVE-LIFE (448-3543) or visit redcrossblood.org to make an appointment or for more information. All blood types are needed to ensure a reliable supply for patients. A blood donor card or driver's license, or two other forms of identification are required at check-in. Individuals who are 17 years of age (16 with parental permission in some states), weigh at least 110 pounds and are in generally good health may be eligible to donate blood. High school students and other donors 18 years of age and younger also have to meet certain height and weight requirements.

About the American Red Cross

Governed by volunteers and supported by giving individuals and communities, the American Red Cross is the single largest supplier of blood products to hospitals throughout the United States. While local hospital needs are always met first, the Red Cross also helps ensure no patient goes without blood no matter where or when they need it. In addition to providing nearly half of the nation's blood supply, the Red Cross provides relief to victims of disaster, trains millions in lifesaving skills, serves as a communication link between U.S. military members and their families, and assists victims of international disasters or conflicts.

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The need is constant. The gratification is instant. Give blood.™