



FOR IMMEDIATE RELEASE

**KLOS and the American Red Cross set stage for massive blood drive  
33rd annual blood drive with Red Cross set to draw more than 6,000 pints of blood**

LOS ANGELES, California (July 18, 2014) – The 33rd annual KLOS Blood Drive, one of the largest media-sponsored blood drives in the country, has a renewed lifesaving purpose for 2014 – preventing a summer shortage of the community blood supply. Once again, the American Red Cross and 95.5 KLOS are gearing up to rock Southern California’s airwaves and donor locations with a massive, five-day blood collection effort aimed at stabilizing the region’s blood supply for more than 160 hospitals.

The 33rd annual KLOS Blood Drive kicks off a 20-site tour on Tuesday, July 22, and wraps up on Saturday, July 26. Rock lovers across the Southland are invited to donate at any of the 20 blood drive sites throughout San Bernardino, Riverside, Ventura, Orange, Los Angeles, and San Diego counties.

KLOS fans won’t want to miss the opportunity to see Derek Madden live broadcast from the Pomona site on Tuesday, July 22, from 10 a.m. to 2 p.m. and Tony Scott in Woodland Hills on Thursday, July 24, from 2 p.m. to 7 p.m.

Participants can pre-schedule appointments to donate blood for the 2014 KLOS Blood Drive, hang with their favorite KLOS jocks – including Heidi & Frank, Breakfast with the Beatles host Chris Carter, Melissa Maxx, Frazer Smith, Frankie DiVita, and Denise Westwood and receive:

- A limited edition commemorative 2014 KLOS Blood Drive T-shirt (while supplies last)
- A voucher for a Charburger from The Habit Burger Grill (while supplies last)
- A concert voucher to one of the hottest rock concerts in the Southland (while supplies last\*) provided by Live Nation, Nederlander Concerts and the Los Angeles County Fair

Concert choices for the 2014 KLOS Blood Drive include:

- Sat., July 26 - KLOS Company Picnic featuring Santana at Verizon Wireless Amphitheatre
- Tues., July 29 - Boston / Cheap Trick at the Forum
- Fri., Aug 1 - Chicago/REO Speedwagon at the Greek Theatre
- Thurs., Aug 7 - Michael McDonald/Toto at the Greek Theatre
- Sun., Aug 24 - YES at the Greek Theatre
- Fri., Sept 26 - Heart at the Los Angeles County Fair\*\*
- Fri., Oct 3 - Crosby, Stills & Nash at the Greek Theatre
- Fri., Oct 10 - Experience Hendrix at the Greek Theatre

Event vouchers are limited and those wishing to participate in the 33rd annual KLOS Blood Drive are strongly encouraged to make an appointment to donate blood at one of the 20 official locations. To schedule an appointment, visit [redcrossblood.org](http://redcrossblood.org) and enter the sponsor code “KLOS” or call 1-800-RED CROSS (1-800-733-2767).

All blood donors will receive one voucher for a single event ticket. Event vouchers are limited and will be

distributed on a first-come, first-served basis while supplies last. Walk-ins will be accepted, but donors with scheduled appointments will receive priority.

The 2014 KLOS Blood Drive is made possible through support from the Association for the Los Angeles Deputy Sheriffs (ALADS), Perricone Juices, and Southern California Honda Dealers.

### **About the KLOS Blood Drive**

In 1981, 95.5 KLOS organized its first Red Cross blood drive at Los Angeles High School, collecting 250 pints of blood. More than three decades later, the KLOS Blood Drive has grown from a single-site, single-day event to a multi-site, multi-day event – making it one of the largest media-sponsored blood drives in the country. With the help of thousands of Southern California blood donors, the KLOS Blood Drive has collected more than 153,000 units of blood since 1981 for patients needing blood and blood products. This summer, the Red Cross and KLOS anticipate a phenomenal public turnout to break past records for the most blood collected.

95.5 KLOS has been recognized with many prestigious awards for its dedication to the community and received the American Association of Blood Bank's (AABB) prestigious Award of Merit for the Radio category in Montreal in October 2008. KLOS also was named one of five finalists nationwide to receive the National Association of Broadcasting's Legendary Station Award at the Marconi Awards in September 2006. In 2005, the station received both the Service to America Radio Partnership Award and the Crystal Radio Award, marking the first time that one radio station has been honored with both awards in the same year. For more info, go to <http://955klos.com>

### **How to donate blood**

Simply call 1-800-RED CROSS (1-800-733-2767) or visit [redcrossblood.org](http://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 consent 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**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](http://redcross.org) or visit us on Twitter at @RedCross.

\* Concert vouchers are non-transferable and not redeemable for cash.

\*\* Free admission to the L.A. County Fair on 9/26. Concert admission is not guaranteed. Tickets may be obtained at 3:00p and will be given out on a first come first served basis and are not guaranteed.

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