



Marketing and Communications  
Department  
Blood Services, Penn-Jersey  
Region

Musser Blood Center  
700 Spring Garden Street  
Philadelphia, PA 19123-3594  
phone: 215-451-4237  
fax: 215-451-2502  
[www.pleasegiveblood.org](http://www.pleasegiveblood.org)

# NEWS RELEASE

**Immediate Release**

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**Contact:**

Kristy Kane

Office: 215-451-4240

Cell: 215-687-8939

## **NFL Champion Sponsors Local American Red Cross Blood Drive** Philadelphia Native Raheem Brock Supports the Need for Blood

(Philadelphia) Current starting Defensive Tackle for the Indiana Colts, and Philadelphia Native Raheem Brock will be sponsoring a blood drive as well as signing autographs for presenting blood donors July 14<sup>th</sup>, 2007 from 9:00 am to 1:00 pm. Presenting donors will automatically be entered into a raffle to receive a signed Colts NFL helmet and two winners will receive an official signed NFL football. The drive is being held at Musser Blood Center located at 700 Spring Garden Street in Philadelphia PA. Appointments are necessary.

Brock is an active agent of change and progression in the communities around him. Growing up in the inner-city of Philadelphia, he has experienced first hand the difficulties of growing up in underprivileged and distressing conditions. His recent successes have driven him to help young people growing up in these areas reach their social and academic potential through his mentoring organization, Brocks Kids.

Brocks Kids supports youth by encouraging them in all their endeavors. The organization exposes young people to a variety of programming focused on social, athletic and academic excellence. His ultimate goal is to teach children the value of education, community service, and maintaining a healthy and balanced lifestyle.

Brock says that this is the first blood drive that he will be directly involved in, and he is proud of his partnership with the American Red Cross. As a recent Super Bowl Champion, Brock is a regular winner, "Blood saves lives, blood saves children's lives. The American Red Cross and Brock's Kids are a Championship team," Brock said.

The American Red Cross Penn-Jersey Region serves patients in more than 100 New Jersey and Pennsylvania hospitals. Every 48 hours, these hospitals request more than 2,000 blood products to serve their patients. One blood donation may save up to three lives. You can donate give someone the gift of life by donating platelets as frequently as every 48 hours and as often as 24 times a year.

Most healthy people who are at least 17 years old and weigh 110 pounds or more are eligible to donate every 56 days. Donors can give blood at any one of nearly 200 bloodmobiles sponsored by business and community groups in southeastern Pennsylvania and in New Jersey weekly, or at one of nine community donor centers. To make an immediate appointment for an American Red Cross blood drive this week, please call 1-800-GIVE LIFE (1-800-448-3543), or visit [www.pleasegiveblood.org](http://www.pleasegiveblood.org) to find a listing of community blood drives.

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