



## Annual American Red Cross Donorama Blood Drive a Success

*More than 1,400 blood donations given for hospitals and patients*

**LOUISVILLE, Ky.** (December 30, 2009) – The 31<sup>st</sup> annual American Red Cross Donorama blood drive concluded today with 1,432 blood donations, just shy of the 1,500 donation goal for Louisville’s largest American Red Cross blood drive.

“The support of the community these past two days has been outstanding,” said Linda Voss, CEO of the River Valley Blood Services Region of the American Red Cross. “The beneficiaries are the patients who rely on blood transfusions to help save and sustain their lives.”

“On behalf of those patients and the hospitals that care for them,” continued Voss, “the American Red Cross is grateful for everyone that rolled up their sleeves to give blood and for our generous sponsors who provided food, prizes and entertainment – especially Kentucky Fried Chicken for donating a \$10 KFC gift check for every presenting donor.”

Those who want to donate blood but were not able to make it to Donorama can visit [givebloodgivelife.org](http://givebloodgivelife.org) or call 1-800-GIVE-LIFE (448-3543) to find other convenient blood drives. “The need for blood is constant,” added Voss.

### **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.

### **About KFC**

KFC Corporation, based in Louisville, Ky., is the world’s most popular chicken restaurant chain specializing in Original Recipe®, Extra Crispy™, Kentucky Grilled Chicken™ and Original Recipe Strips with home-style sides, Honey BBQ Wings, and freshly made chicken sandwiches. There are more than 15,000 KFC outlets in 109 countries and territories around the world serving some 12 million customers each day. KFC Corporation is a subsidiary of Yum! Brands, Inc., Louisville, Ky. (NYSE: YUM.) For more information, visit [www.kfc.com](http://www.kfc.com).

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