

News Release



**American
Red Cross**

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givebloodgivelife.org

American Red Cross Revs Its Engine

Red Cross, 3M, Roush Fenway Racing partnering to boost blood donations

ST. PAUL, Minn. (June 2, 2008) – The American Red Cross is teaming up with 3M and Roush Fenway Racing to launch *Red Cross Racing*, a campaign to engage NASCAR fans as blood donors and to raise awareness about the ongoing need for blood.

Through the support of 3M and Roush Fenway, the campaign runs through January 15, 2009. Race fans can visit www.redcrossracing.com to sign up for a new donor rewards program and accrue points to be exchanged for Red Cross Racing gear including items like caps, t-shirts, jackets and limited edition die-cast cars. Registrants between now and October 1 will be entered into a sweepstakes to win an all-expense-paid trip for two to the Phoenix race on November 9, 2008. An additional drawing will take place in January 2009 for a second prize package. Winners will receive airfare, hotel, pit and garage tours, and two race tickets.

The No. 16 Ford Fusion car featured a full Red Cross paint scheme at the Talladega race and will again in Phoenix. Driver Greg Biffle, a Red Cross blood donor and member of the Celebrity Cabinet, will also wear a Red Cross fire suit at these races. The Red Cross logo will appear on the rear side panel of the No. 16 car in eight other races during the 2008 racing season.

“I’m proud to be an American Red Cross blood donor,” said Greg Biffle, driver of the No. 16 Roush Ford. “I gave blood because it’s easy to do and helps support our community. I hope NASCAR fans across the country will join me this racing season to help save lives, one drive at a time.”

Every summer, Red Cross officials say blood and platelet donations lag as many donors vacation or are otherwise occupied with summer activities and neglect to donate. The average blood donor gives less than two times a year. Eligible blood donors can donate whole blood every 56 days and can donate platelets up to 24 times a year.

The Red Cross is partnering with 3M to educate more than 75 million NASCAR fans about the ongoing need for blood donations. The Red Cross is already engaged with NASCAR through a partnership with Lowe’s Home Improvement, as well as the efforts of the NASCAR Foundation and the various race tracks that hold blood and bone marrow collections.

“We hope NASCAR fans will follow Greg Biffle’s lead and support the Red Cross by donating blood,” said Rick Panning, CEO of the North Central Blood Services Region. “*Red Cross Racing* is a great opportunity for fans to become frequent blood donors.”

How to Donate Blood

Simply call 1-800-GIVE-LIFE (1-800-448-3543) or visit www.givebloodgivelife.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

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

at check-in. Donors must be at least 17 years old (16-years-old with signed Red Cross parent/guardian consent form where state permits) and must weigh at least 110 pounds.

About the American Red Cross

The St. Paul-based North Central Blood Services Region of the American Red Cross is the largest blood supplier in Minnesota, serving 111 hospitals in the Twin Cities, greater Minnesota and western Wisconsin. 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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