



Second *Red Cross Racing* Season Begins Memorial Weekend

3M and Greg Biffle join the American Red Cross to encourage blood donation and tout racing-themed donor rewards program.

PEORIA, Ill. (May 20, 2009) – Greg Biffle — driver of Roush Fenway Racing’s No. 16 Ford Fusion — has signed on again as a Red Cross spokesperson this 2009 racing season to help raise awareness among the 75 million NASCAR fans across the country about the ongoing need for blood donations.

Thanks to a generous donation by 3M, Biffle, a Red Cross blood donor and member of its National Celebrity Cabinet, will wear the Red Cross fire suit and drive the No.16 Ford Fusion with the full Red Cross paint scheme at the Sprint Cup Series races in Charlotte on Memorial Day weekend and Atlanta on Labor Day weekend.

“I’m proud to be an American Red Cross blood donor,” said Greg Biffle. “I give blood because it’s easy to do and helps support the community. I hope NASCAR fans across the country will join me this racing season by giving lifesaving blood as often as they can.”

American Red Cross blood donors and supporters can participate in the *Red Cross Racing* donor rewards program by accruing points for a variety of activities including giving blood and/or platelets, and recruiting other blood donors. Registrants have the chance to get points and exchange them for NASCAR-themed prizes, such as limited edition die-cast cars. Fans can join the program by visiting redcrossracing.com.

The Red Cross is also engaged with NASCAR through a number of initiatives, including partnerships with Clorox, Lowe's Home Improvement, Sunoco, The NASCAR Foundation and the multiple drivers and race tracks that hold blood and bone marrow collections.

Last year’s efforts were a great success as more than 28,000 people joined *Red Cross Racing*, resulting in nearly 22,500 blood donations.

“We hope NASCAR fans will follow Greg Biffle’s lead and support the Red Cross by donating blood,” said Shelly Heiden, CEO of the American Red Cross Heart of America Blood Services Region. “*Red Cross Racing* is a great opportunity for loyal NASCAR fans to become dedicated Red Cross blood donors.”

How to Donate Blood

Simply call 1-800-GIVE-LIFE (1-800-448-3543) or visit 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 at check-in. Eligible donors must be at least 17 years old, or 16 years old with a signed Red Cross

parental/guardian consent form where state permits, must weigh at least 110 pounds and be in general good health.

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.

###