



PUBLIC SERVICE ANNOUNCEMENT APPLICATION

As Temecula Valley continues to grow at a rapid pace, the need for a locally based community blood center has become a necessity in order to ensure that area patients have immediate access to the blood they desperately need. As a result, the San Diego Blood Bank, the primary supplier of blood to Rancho Springs Medical Center and Inland Valley Medical Center, is embarking on a campaign to fund a local facility to be known as **Valley Blood Services**, which will exclusively serve the people of the Inland Valley.

We are currently looking for patients in the Inland Valley area who have received blood or blood components to highlight in a local Public Service Announcement. This PSA will air on an Inland Valley area television station, and possibly other local media outlets.

We are looking for patients to tell their stories and speak from the heart about how important blood donors and community blood drives are to their community.

People rally behind local stories and are motivated anew when they hear how important their work is to patients and their families. We feel that including patients in our public service announcements helps us put real faces to our important cause. When people associate children and those in need to a cause they are much more motivated to donate.

Eventually we will provide you with a model release form for you to sign - for yourself, or for your child if he/she is a minor. You can choose to let us use full names or simply first names only. We may do a news release using your story as well. Someone from our Foundation Department will contact you regarding the details of the video shoot.

We know how difficult it is to fight illnesses like leukemia, aplastic anemia and other life-threatening disorders. By creating these Public Service Announcements we can help make sure blood is available when someone needs it.

NAME: _____

ADDRESS: _____

HOME PHONE: _____ CELL PHONE: _____

E-MAIL ADDRESS: _____

PLEASE MAIL OR FAX THIS APPLICATION TO:

**Valley Blood Services
29910 Murrieta Hot Springs, Suite G-115, Murrieta, CA 92563
Fax: (619) 293-4835**

QUESTIONS? CALL THE FOUNDATION OFFICE AT 858-400-8176