



NEWS RELEASE

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AMERICAN RED CROSS PARTNERS WITH MUSIC SAVES LIVES VANS' Warped Tour VIP Vouchers Offered To Donors At Select Drives

May 11, 2011 The American Red Cross has partnered with Music Saves Lives for the upcoming Vans' Warped Tour stop in Scranton, PA on July 14, 2011 at Toyota Pavilion. Donors at select drives leading up to the event will be given a VIP Voucher and a chance to win a grand prize VIP Package. With the VIP Voucher and a purchased ticket, donors will be given special access, as well as exclusive meet and greets with select bands performing at the show. Grand prize winners will receive a pair of admission tickets, and backstage access. Details on how to enter to win the grand prize drawing will be provided at participating blood drives.

To find a drive and make an appointment, call 1-800-RED CROSS or visit redcrossblood.org and enter code MSL. Individuals who are 17 years of age (16 with parental permission in PA), meet weight and height requirements (110 pounds or more, depending on their height) and are in generally good health may be eligible to give blood. Positive identification is required at the time of donation.

Music Saves Lives incorporates life saving causes with entertainment and music. Awareness and education are fostered through the two mediums on blood donations and the bone marrow registry. Official site: www.musicsaveslives.org

The Vans' Warped Tour is an alternative music and extreme sports festival. Featuring concerts throughout the day by some of the hottest and most diverse groups in the alternative music scene, the festival offers a half pipe for skaters and BMX riders, as well as booths for bands, non-profits, sponsors and many more. With its Warped Eco Initiative, the organizers have taken steps to reduce the environmental footprint of the tour by fueling their buses with bio-diesel, having one stage run on solar power, and using compostable food containers. Official site: www.vanswarpedtour.com

Every two seconds, someone in the United States needs blood. The Red Cross Blood Services Northeastern Pennsylvania Region provides lifesaving blood to 29 hospitals and needs 351 people give blood and platelets each weekday to meet hospital demand. Accident victims as well as patients with cancer, sickle cell disease, blood disorders and other illnesses receive lifesaving transfusions every day. There is no substitute for blood and volunteer donors are the only source.

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