

FOR IMMEDIATE RELEASE
November 25, 2008

FireLake Grand Casino to Hold Blood Drive

Shawnee, OK – Healthy, Shawnee-area residents, 21 and older, are encouraged by Oklahoma Blood Institute (OBI) to donate blood 3 p.m. to 7 p.m., Friday, Nov. 28 at FireLake Grand Casino, 777 Grand Casino Blvd.

"It's the holiday season and what a better way to celebrate than giving the gift of life to your neighbor," said Brad Peltier, Director of Marketing for FireLake Grand Casino. "Just a hour of your time, could make the difference in someone's life."

Donors will receive free crimson University of Oklahoma or orange Oklahoma State University blood donor t-shirts, Members for Life points to redeem at OBI's online store and free health screenings. Donations take about an hour and can be made every 56 days.

"No matter if donors 'bleed' crimson or orange, the critical need for blood crosses team lines," said John Armitage, M.D., OBI president and chief executive, "Blood donation has become regarded as routine, when it's really extraordinary, Giving blood allows us to heal others by literally giving of ourselves. As many as three lives can be saved with each unit donated."

"In addition to your favorite team shirt, FireLake Grand Casino will give donors five free entries to win a brand new 2008 Lexus," said Peltier.

OBI provides every drop of blood needed by Unity Health Center North and Unity Health Center South in Shawnee, as well as for most other hospitals statewide. As many as three lives can be saved with each unit donated.

About 120,000 volunteer, Oklahoma blood donors give more than 250,000 units each year. Still, the need for blood donations remains great. Studies show one in three people will need blood during a lifetime.

For more information, visit www.obl.org, or, to make an appointment to donate, call (877) OBI-GIVE or visit www.obl.org.

Oklahoma Blood Institute is the tenth largest regional, non-profit blood center in the United States. OBI provides transfusion blood products and clinical services to 110 hospitals in Oklahoma and North Central Texas.

Presented with pride by the Citizen Potawatomi Nation, FireLake Grand Casino features more than 1,800 Vegas-style games in 125,000 square feet, from the hottest slot machines to some 100 table games. As all games are designated "Class 3, Oklahoma Compact," six percent of FireLake Grand's net gaming revenue goes to support the state's public education. Dining options range from the elegant Embers Steakhouse to casual choices like the area's most popular buffet. The Casino is conveniently located just east of Oklahoma City on Interstate 40 at Exit 178.

ART CAPTION: Donors at the Oklahoma Blood Institute blood drive will receive an OU or OSU donor t-shirt.

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