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**America's Blood Centers**<sup>®</sup>  
It's About *Life.*

**“BE IMMORTAL”  
HELP SAVE A LIFE AND EXPERIENCE  
THE ACTION-PACKED FILM**

# IMMORTALS

*Twentieth Century Fox Home Entertainment and America's Blood Centers  
Team Up to Sponsor National Blood Drive*

**LOS ANGELES, CA** (March 6, 2012) – To celebrate the Blu-ray 3D, Blu-ray and DVD release of the epic film *IMMORTALS* on March 6<sup>th</sup>, Twentieth Century Fox Home Entertainment and America's Blood Centers are hosting blood drives at select university campuses across the country from February 20<sup>th</sup> to March 9<sup>th</sup>. Participants can enjoy a screening of the film and pick up exclusive *IMMORTALS* premium items, while donating blood at their local college campus.

Inspired by the sacrifice that Theseus made of himself to save mankind, these drives will help support the work of America's Blood Centers' members in fulfilling their mission for those who are in need as well as encourage others to give.

Directed by visionary filmmaker Tarsem Singh (*The Cell, The Fall*) and written by Charles Parlapanides and Vlas Parlapanides, the *IMMORTALS* Blu-ray is packed with must-see bonus features including an alternate beginning, two alternate endings, deleted scenes and an amazing graphic novel, creating the ultimate viewing experience.

### **Participating Centers & Dates**

- Feb. 20 – Kaplan College (Coastal Bend Blood Center)
- Feb. 20 - Feb. 24 – University of Central Florida (Florida's Blood Centers)
- Feb. 21 – Cameron University (Oklahoma Blood Institute-Lawton Center)
- Feb. 21 – University of Delaware (Blood Bank of Delmarva)
- Feb. 21 - Feb. 22 – Mesa Community College (United Blood Services/Arizona)
- Feb. 21 - Feb. 22 – University of San Diego (San Diego Blood Bank)



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- Feb. 21 - Feb. 23 – Cal Poly SLO - Poly Canyon Village (United Blood Services California)
- Feb. 21, Mar. 2, Mar. 5 – University of Washington (Puget Sound Blood Center – Seattle)
- Feb. 21, Feb. 27, Mar. 7 – University at Buffalo (Unyts-Upstate NY Transplant Services)
- Feb. 22 – Salisbury University (Blood Bank of Delmarva)
- Feb. 22 - Feb. 23 – University of Oregon (Lane Blood Center)
- Feb. 22 – Feb. 24 – Arizona State University (United Blood Services/Arizona)
- Feb. 23 – Beloit College (Rock River Valley Blood Center)
- Feb. 27 - Feb. 28 – Billings & Rocky Mountain College (United Blood Services)
- Feb. 27 - Feb. 29 – Del Mar College (Coastal Bend Blood Center)
- Feb. 27 - Mar. 1 – University of Miami (Community Blood Centers of Florida)
- Feb. 28 – San Diego State University (San Diego Blood Bank)
- Feb. 28 – Mansfield University of Pennsylvania (Community Blood Bank of Northwest PA)
- Feb. 28 – William Paterson University (Blood Center of New Jersey)
- Feb. 28 - Feb. 29 – Louisiana State University (LifeShare Blood Centers)
- Feb. 28 - Feb. 29 – University of Wyoming in Laramie (United Blood Services )
- Feb. 29 – Century College (Memorial Blood Centers)
- Mar. 1 – Case Western Reserve University (LifeShare Community Blood Services)
- Mar. 1 – University of Minnesota Bailey Hall (Memorial Blood Centers)
- Mar. 1 – University of the Pacific (Delta Blood Bank)
- Mar. 5 – Montana State University (United Blood Services)
- Mar. 5 - Mar. 8 – Miami Dade College-Kendall Campus (Community Blood Centers of Florida)
- Mar. 6 - University of Florida (Life South Community Blood Centers)
- Mar. 6 - Mar. 8 – Northwestern State University (LifeShare Blood Centers)
- Mar. 7 – University of Minnesota Middlebrook Hall (Memorial Blood Centers)

### **About America's Blood Centers**

Founded in 1962, America's Blood Centers is North America's largest network of community-based, independent blood programs. Recognized by the U.S. Congress for its critical work in patient care and disaster preparedness and response, the federation operates more than 600 blood donor centers providing half of the U.S., and a quarter of the Canadian blood supply.

These blood centers serve more than 150 million people and provide blood products and services to more than 3,500 hospitals and healthcare facilities across North America. America's Blood Centers' U.S. members are licensed and regulated by the U.S. Food and Drug Administration. Canadian members are regulated by Health Canada.



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### **About Twentieth Century Fox Home Entertainment**

Twentieth Century Fox Home Entertainment, LLC (TCFHE) is a recognized global industry leader and a subsidiary of Twentieth Century Fox Film Corporation, a News Corporation company. Representing 75 years of innovative and award-winning filmmaking from Twentieth Century Fox, TCFHE is the worldwide marketing, sales and distribution company for all Fox film and television programming, acquisitions and original productions on DVD, Blu-ray Disc Digital Copy, Video On Demand and Digital Download. The company also releases all products globally for MGM Home Entertainment. Each year TCFHE introduces hundreds of new and newly enhanced products, which it services to retail outlets from mass merchants and warehouse clubs to specialty stores and e-commerce throughout the world.

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