



America's Blood Centers[®]
It's About *Life.*

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NEWS RELEASE

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Jenni Alpert and America's Blood Centers Kickoff National Blood Donor Month with "Listen to Your Heart"

Singer/songwriter to give free song downloads to presenting blood donors throughout January

WASHINGTON (January 7, 2013) — [America's Blood Centers](http://www.AmericasBloodCenters.org) is teaming up this January with singer/songwriter [Jenni Alpert](#) to celebrate National Blood Donor Month with "[Listen to Your Heart](#) – Donate Blood." Through this partnership, she is providing America's Blood Centers' member blood centers and their blood donors nationwide access to a free download of her new hit song "Listen to Your Heart."

"My goal is to inspire people to 'listen to their heart' by donating blood to help save a life," said national blood donation advocate Jenni Alpert. "I hope to generate as much awareness as possible about the value of donating blood to ensure that it is available for those in need."

The song download serves as a thank you to both current blood donors and individuals who commit to donating blood regularly in 2013.

"Supporting the work of both America's Blood Centers and community blood centers around the country is important to me," said Alpert. "Just one blood donation has the ability to save as many as three lives."

National Blood Donor Month is an annual celebration to [thank blood donors](#), while increasing awareness of the need for blood. Individuals are encouraged to make a difference to their communities by [scheduling an appointment](#) to give blood this month, and at least two or more times throughout the year.

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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.