



FROM: 2014 NY/NJ Super Bowl Host Committee

For Immediate Release

New York/New Jersey Super Bowl Host Committee Kicks Off “Super Community Blood Drive” Campaign to Raise Awareness About the Critical Need for Blood Donations in New York and New Jersey

Campaign to Include Thousands of Blood Drives in Run-Up to 2014 Super Bowl

NEW YORK/NEW JERSEY – May 13, 2013 – The 2014 New York/New Jersey Super Bowl Host Committee, in partnership with the New York Blood Center, American Red Cross Blood Services NY-Penn Region and New Jersey Workplace Blood Donor Coalition, today announced the launch of the Super Community Blood Drive, which is aimed at motivating people to donate blood for patients in New York and New Jersey who need blood transfusions for traumatic injuries, illnesses and surgeries. The blood drive campaign, which will encompass the five boroughs of New York City as well as Westchester, Rockland, Nassau and Suffolk Counties and the State of New Jersey, will begin on May 24 and run through January 17, 2014.

The Super Community Blood Drive (<http://nynjsuperbowl.com/give-back/give-blood>), which represents a unique collaboration between two states to increase the blood supply, is expected to include thousands of drives in the run-up to Super Bowl XLVIII at MetLife Stadium. The launch comes at an important time of the year because donations tend to decrease during the summer months. Donors with all blood types are needed. One pint of blood from a single donor can save up to three lives.

“We are proud to partner with the New York Blood Center, American Red Cross Blood Services NY-Penn Region and New Jersey Workplace Blood Donor Coalition,” said Alfred F. Kelly Jr., President & CEO of the 2014 New York/New Jersey Super Bowl Host Committee. “Giving the gift of life through a blood donation is critically important so we encourage everyone who is eligible to roll up their sleeves and give blood.”

Every person who donates blood as part of the campaign will receive a red Super Community Blood Drive wristband and the opportunity to win tickets to Super Bowl XLVIII.

“Hospitals need blood every day for trauma cases, elective surgeries and routine care,” said New Jersey Health Commissioner Mary E. O’Dowd, who co-chairs the New Jersey Workplace Blood Donor Coalition. “The Super Community Blood Drive is a unique opportunity to reach thousands of new donors in both states and increase the blood supply. Please think about taking the time to donate this

summer in the name of your favorite sports team to help alleviate the blood shortage – one donation can save three lives.”

O’Dowd added: “Governor Christie and the Department of Health have been working over the last several years to increase blood donations in New Jersey. This partnership has the potential to dramatically increase the number of donors in New Jersey, which will have a lasting impact on the blood supply.”

Every blood donation helps to ensure that blood is available when it is needed. One in seven patients entering a hospital will need blood, according to America’s Blood Centers.

“Our community blood supply depends on thousands of volunteer donors each and every day,” said New York Blood Center Vice President Rob Purvis. “Along with the knowledge that they’re saving lives, we’re thrilled that donors will have the chance to win tickets to the Super Bowl.”

Blood donors must be at least 17 years old (16 years old with signed parental consent), weigh at least 110 pounds and be in generally good health. Donors should bring valid photo identification, wear comfortable clothing and drink more fluids than normal on the day they plan to give blood.

“The American Red Cross is excited about the opportunity to be part of this historic partnership and values the commitment of the Super Bowl Host Committee and football fans to support lifesaving blood donations,” said Donna M. Morrissey, Director of Communications for the American Red Cross Blood Services Northeast Division. “Combining the excitement of the Super Bowl with community blood drives will help ensure we can continue to meet the needs of hospitals and patients.”

“Novartis Pharmaceuticals Corporation is proud to join with the New Jersey Department of Health and our fellow Coalition members to encourage all businesses, community organizations, government entities, and schools to make a commitment to supporting blood donation during the Super Community Blood Drive,” said Kevin Rigby, co-chair of the New Jersey Workplace Blood Donor Coalition and Vice President of Public Affairs for Novartis Pharmaceuticals Corporation and US Country Head of Public Affairs. “I especially call on all employers to make it easy and convenient for employees to give blood by hosting their own blood drives, partnering with other organizations to host blood drives, or encouraging employees to give blood outside of the workplace.”

If you live or work in New York, please visit <https://support.nybloodcenter.org/superdrives> or www.redcrossblood.org/superdrives to find out more about how to donate.

If you live or work in New Jersey, please visit www.njsave3lives.com to find out more about how to donate.

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About the 2014 NY/NJ Super Bowl Host Committee

In an unprecedented decision by NFL team owners, the New York/New Jersey region was awarded the 2014 Super Bowl on May 25, 2010.

The New York and New Jersey region will provide visiting fans an unparalleled Super Bowl experience – complete with a multitude of exceptional venues, landmark destinations, and sightseeing and shopping opportunities. The area offers 40 Broadway theatres, 60 Off-Broadway theatres, more than 100 museums and nearly 1,700 public parks, as well as more than 18,000 restaurant choices and 275 world-class hotels with 100,000 hotel rooms, suitable for a wide range of tastes and budgets.

MetLife Stadium is the only stadium to serve as the home to two NFL teams, the New York Giants and New York Jets. As such, it is able to provide equal “home field advantage” to both competing teams, with two of everything – including locker rooms, training rooms, home team coaches booths, and premium in-game medical treatment facilities, as well as two full-practice training facilities, the Timex Performance Center and Atlantic Health Jets Training Center.

About New York Blood Center

New York Blood Center (NYBC) is one of the nation's largest non-profit, community-based blood centers. For almost 50 years, NYBC has been providing blood, transfusion products and services to hospitals serving more than 20 million people in New York City, Long Island, the Hudson Valley, New Jersey, and parts of Connecticut and Pennsylvania. NYBC is also home to the Lindsley F. Kimball Research Institute and the National Cord Blood Program at the Howard P. Milstein National Cord Blood Center, the world's largest public cord blood bank. NYBC provides medical services and programs (Clinical, Transfusion, and Hemophilia Services) through its medical professionals along with consultative services in transfusion medicine.

About American Red Cross Blood Services NY-Penn Region

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or join its blog at <http://blog.redcross.org>

About New Jersey Workplace Blood Donor Coalition

The New Jersey Workplace Blood Donor Coalition was co-founded by the New Jersey Department of Health and Novartis Pharmaceuticals Corporation in 2008 to address the state's persistent blood shortage. The Coalition is a public-private partnership of businesses, trade and industry associations, non-profit organizations, educational institutions and government. Among the members is Blood Bank Task Force of New Jersey, which represents the state's eight blood centers and seven hospitals with donating facilities. The Coalition members are working to ensure that the state has an adequate blood supply at all times by increasing participation in blood donation.

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