



FREQUENCY

news and current events for donors in frequency programs at Hoxworth Blood Center

Winter 2007

spotlight: triple double club - new year, new dates

The new enrollment year for the Triple Double Club has started! The dates for the club now follow the calendar year. To qualify all club members need to make their first double red donation no later than Saturday, May 5, 2007. For complete information on the Triple Double Club please visit www.hoxworth.org/triple_double.htm.

events & promotions

January 2007

Thursday, January 25, 2007 - Ringling Bros. Day - Donate blood at one of Hoxworth's donor centers and you will receive a complimentary voucher good for one ticket to Ringling Bros. and Barnum & Bailey® playing at U.S. Bank Arena, February 28 - March 4, 2007. Donors can redeem the voucher for a ticket at the U.S. Bank Arena box office. The earlier you redeem the voucher, the better seats you'll get. We cannot guarantee seating. The tickets have a maximum value of \$20.00.

Saturday, January 27, 2007 - WEBN Blood Drive - Northgate Mall from 10 a.m. - 3 p.m. to donate blood and you'll be automatically entered into the raffle to win the following great prizes:

- A pair of Diamond Earrings from Stafford Jewelers
- Lunch at Arby's for a year
- Front Row seats to the WEBN Fireworks
- A dozen pizzas from Donatos
- Passes to every WEBN Movie Premiere

February 2007

Tuesday, February 13, 2007 - Have a Heart Blood Drive - H.J. Benken Florist - All donors at this blood drive will receive a coupon good for 50% off a special "Have a Heart" Rose Arrangement.

Wednesday, February 14, 2007 - B105 Valentines Day Blood Drive - Hoxworth Anderson - Hoxworth Blood Center and WUBE B-105.1 FM "Good Times Great Country" have joined forces to help prevent blood shortages and to give "the gift of life" on Valentine's Day.

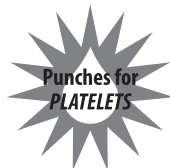
More about Hoxworth's Frequency Programs:

4 Seasons Club - Regular blood donors who commit to 4 donations per year get special alerts for upcoming promotions.

Punches for Platelets - Donate platelets and with every fourth donation you'll receive a special gift.

Triple Double Club - Donate Double Reds three times in a year for a year-end gift.

To learn more about our programs visit www.hoxworth.org/frequency_programs.htm



club updates:

Punches for Platelets

Platelet donors can who make two donations by Saturday, Feb. 3, 2007 can order a customized box of chocolates to send to a loved one from Haute Chocolate with a special personalized message just in time for Valentine's Day!



Triple Double Club - The new program year has started see feature article for more information

4 Seasons Club - We are now in the third quarter of the 2006 - 07 year of the 4 Seasons Club.



HOXWORTH BLOOD CENTER
University of Cincinnati Academic Health Center
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www.hoxworth.org