



**American  
Red Cross**



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**For Immediate Release**

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## **The American Red Cross & Dunkin' Donuts Introduce "A Pound For A Pint" Coming In January;**

*In January, National Blood Donor Month, all presenting donors receive a FREE pound of coffee.*

**December 24, 2007 (Dedham, Massachusetts)** – To celebrate National Blood Donor Month, Dunkin' Donuts will offer a coupon for a free pound of coffee to all presenting blood donors during the month of January at American Red Cross blood drives - "A Pound For A Pint."

Dunkin' Donuts is joining the American Red Cross in thanking blood donors for giving of themselves to help others in need by giving away a pound of delicious Dunkin' Donuts coffee to all presenting donors this January. Patients in area hospitals need blood every day and one donation of blood can help save three lives. Winter is a time when blood donations are impacted due to the cold weather, snow and ice. Dunkin' Donuts hopes their coffee will be an added bonus by encouraging donors to brave the cold weather and give the Gift of Life.

"We appreciate the support of Dunkin' Brands Community Foundation for their support of the American Red Cross blood program, as demonstrated in the "Pound For A Pint" campaign. We also recognize their further commitment to our life-saving mission through Dunkin' Donuts in-store canister program, dedicated to raising money for new mobile donor coaches, stated Joanne Newton, CEO of American Red Cross Blood Services, Massachusetts Region. Thanks to Dunkin' Donuts fundraising efforts, we hope to be able to buy more buses and continue to service our fleet, helping facilitate blood collection throughout the year by providing greater access to donors. We are also grateful to Dunkin' Donuts for hosting blood drives and creating awareness of the need for blood in support of National Blood Donor Month."

"Dunkin' Donuts is proud to partner with The American Red Cross and provide our coffee as a gift to those who give," stated Michael Batista, Dunkin' Donuts Connecticut Franchisee. "The objective of our Dunkin' Brands Community Foundation is to serve those who serve others. All we ask is that you come to donate."

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**To kickoff “POUND FOR A PINT,” in Massachusetts, the American Red Cross is hosting a special blood drive sponsored by Dunkin’ Donuts on Thursday, January 3, 2008 from 9:00 a.m. to 3:00 p.m. at the Dunkin’ Brands Headquarters, located at 130 Royall Street, Canton, MA. Dunkin’ Donuts will provide free samples of Dunkin’ Donuts beverages and baked goods. Donors can take photos with Dunkin’ Donuts’ costumed characters .**

“Pound For A Pint” will be offered throughout the Northeast Division in participating locations in Massachusetts, Connecticut, Maine, New Hampshire, Vermont and New York.

“This is Rhode Island Blood Center’s eleventh year of partnering with Dunkin’ Donuts,” said Kathleen Connolly, Director of Public Relations for the Rhode Island Blood Center, “and January is always one of our best months for blood collections thanks to their generosity. Dunkin’ Donuts has helped us collect an adequate blood supply during this difficult time of year in spite of illness and inclement weather. We are pleased that this successful program is being expanded this year into the rest of New England.”

The American Red Cross Blood Services across the Northeast Division must distribute approximately 3,000 units of blood each day just to meet the basic needs of area patients. Only five percent of those eligible to donate blood actually do so. Blood must be available whenever and wherever it is needed for patients. Blood is used for surgical procedures, organ transplants, trauma and chemotherapy. For some patients, such as the victim of an automobile accident, the need for blood is sudden. For others, ongoing transfusions are needed to help sustain lifesaving medical treatment.

“After the holidays, we typically experience a challenge in collecting the amount of blood and platelets needed to meet patients needs. However, blood supplies must remain constant because the need for blood never takes a holiday,” stated Joanne Newton, CEO, American Red Cross Blood Services, Massachusetts Region. “We ask all eligible blood donors to please make a donation during January, National Blood Donor Month”

Many people say they have never given blood because they have never been asked. The American Red Cross is asking all eligible individuals to please, Consider Yourself Asked and donate blood.

To donate blood and platelets through the American Red Cross, individuals must be at least 17 years of age, weigh at least 110 pounds, and be in general good health. The state of Maine allows those who are 16 years of age to donate blood with parental consent. For additional information regarding donor eligibility, please call 1-800-GIVE LIFE or visit [www.newenglandblood.org](http://www.newenglandblood.org).

### ***About The Dunkin’ Brands Community Foundation***

*The Dunkin’ Brands Community Foundation brings together a wide network of stakeholders, including our Dunkin’ Donuts and Baskin-Robbins franchisees, crew members and employees, to support the service and leadership of emergency response organizations – especially in times of crisis. The Foundation supports emergency responders by providing financial assistance, building capacity, developing partnerships, encouraging volunteerism and honoring local heroes. To learn more about the Dunkin’ Brands Community Foundation please visit [www.dunkinbrands.com/foundation](http://www.dunkinbrands.com/foundation).*