

# TAKE THE CHALLENGE!

## Bob's Discount Furniture \$100,000 High School Heroes Scholarship Program



There's an exciting scholarship program out there and you could be a part of it! It's the **Bob's Discount Furniture \$100,000 High School Heroes Scholarship Program** — and participation is as easy as it is life-changing!

Nearly every two seconds, some one in America needs blood. High Schools that sponsor American Red Cross blood

drives make vital contributions to the community by helping to maintain an adequate blood supply. Not only does it provide students the opportunity to save lives by ensuring a sufficient blood supply to patients in need, but it also helps develop valuable leadership skills and looks great on a resume!

**A \$250 SCHOLARSHIP  
WILL BE AWARDED TO  
ANY SCHOOL THAT:**

- Hosts at least 2 Red Cross blood drives during the 2011-2012 school year, and
- Achieves a year-end annual participation rate\* of at least 30%

*\*Participation rate is determined by dividing the total units of blood collected throughout the school year by the 16 and over student population.*

**YOUR SCHOOL MAY WIN  
A SCHOLARSHIP WORTH  
UP TO \$8,000!**

Grand Prize Scholarships are awarded based on the highest overall participation rate with at least 2 blood drives hosted and at least 100 units of blood collected during the academic year.

- Grand Prize: (8) \$1,000 scholarships - 2 winning schools (highest participation rate and highest # of units collected)
- 1<sup>st</sup> Place: (5) \$1,000 scholarships - 1 winning school
- 2<sup>nd</sup> Place: (5) \$500 scholarships - 1 winning school
- 3<sup>rd</sup> Place: (2) \$500 scholarships - 12 winning schools

For more information on the **Bob's Discount Furniture \$100,000 High School Heroes Scholarship Program**, contact your Red Cross blood services representative or visit [bobshighschoolheroes.com](http://bobshighschoolheroes.com).



**American  
Red Cross**

Massachusetts  
Blood Services Region



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