

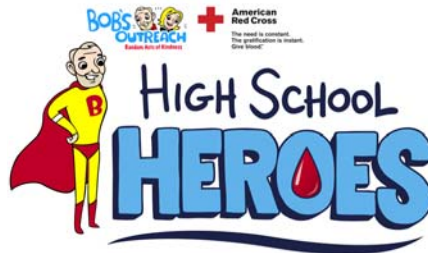


FOR IMMEDIATE RELEASE

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PRESS RELEASE



Norton Resident Wins Patriots Tickets After Donating Blood at the Bob's Discount Furniture \$100,000 High School Heroes Scholarship Program Launch Blood Drive!

October 16, 2009 (Dedham, MA): Norton resident Jen Dion won a pair of tickets to watch the Patriots take on the New York Jets on Sunday, November 22, 2009 after donating blood at an American Red Cross blood drive at Gillette Stadium that celebrated the launch of the Bob's Discount Furniture \$100,000 High School Heroes Scholarship Program. The blood drive on September 22 collected 408 units of lifesaving blood for patients and featured appearance by Bob Kaufman from Bob's Discount Furniture, Patriots legend Joe Andruzzi, Patriots Tight End Chris Baker and high school students from Lynn English High School, Walpole High School and North Attleboro High School were on hand to kick-off this brand-new scholarship program.

"Winning the tickets was surprising, I was very excited!" said ticket winner Jen Dion. "I think the Bob's Scholarship program is awesome, anything you can do to help students afford college is great."

The Bob's Discount Furniture \$100,000 High School Heroes Scholarship Program recognizes outstanding high school seniors in Massachusetts and Connecticut who have made exceptional contributions to their schools' volunteer blood donor programs. For more information about the scholarship, please visit www.bobshighschoolheroes.com.

"We have partnered with the Red Cross for over a decade because it is a great way to give back to all the communities and individuals that have made us successful," said Bob Kaufman, president of Bob's Discount Furniture. "It is an honor to offer this scholarship as an opportunity for students to help the Red Cross save lives because to give the gift of life is the ultimate gift."

"By sponsoring blood drives with the American Red Cross and Bob's Discount Furniture, these high school heroes are ensuring that lifesaving blood is available when patients like me need it," said Patriots legend Joe Andruzzi. "Thanks to the generosity of volunteer blood donors, I was able to triumph in my fight against cancer and I am now able to spend precious time with my wife and family. I applaud the high school students who are making a difference in the lives of others by sponsoring blood drives at their schools."

"The Bob's Discount Furniture \$100,000 High School Heroes Scholarship Program will enable the Red Cross to increase the collection of lifesaving blood in high schools while providing the

opportunity to give much needed scholarships to youth leaders who support the community blood supply," said Donna M. Morrissey, Director of Public Relations and Corporate Affairs, American Red Cross Blood Services – Northeast Division.

Students in Connecticut and Massachusetts who host at least two high school blood drives per year and achieve an annual participation rate of at least 30% of the age-eligible student population will be eligible to win a base scholarship of \$250 dollars. Schools will also be eligible to win additional scholarships up to a grand prize scholarship in the amount of \$10,000 dollars. More information and a complete list of rules can be found on www.mybobs.com.

Since 1986, Bob Kaufman has been supporting the American Red Cross in New England by hosting blood drives at Bob's Discount Furniture stores. Through the generosity of Bob, employees, customers and members of the community, Bob's Discount Furniture Blood Drives has collected more than 21,000 units of lifesaving blood. In 2005, Kaufman wrote a personal check for \$175,000 dollars to buy the Red Cross a new blood mobile. Since being put into operation, the blood mobile has collected over 7,500 units of blood for patients in need.

Bob knows the crucial importance of a sufficient blood supply. Medical crises required two of his family members to undergo regular blood transfusions. Bob lost his father Leo Kaufman and his 16-year-old nephew Scott Mulready to leukemia. The Kaufman family is forever thankful for the extra time with them made possible, in part, by blood donors from across New England.

In recent years, Bob's Discount Furniture has extended their commitment to support the Red Cross by partnering with the New England Patriots to host super drives at Gillette Stadium.

In March of 2008, Bob Kaufman received the Biomedical Achievement Award, from the American Red Cross national headquarters in Washington, D.C. This national award represents the culmination of selfless service and dedication to the mission of the Red Cross and is one of the highest honors bestowed from the American Red Cross.

The American Red Cross has been a primary supplier of lifesaving blood products in the United States for more than 50 years. The American Red Cross Blood Services – 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. 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. Individuals who are at least 17 years of age (16 with parental permission in some states), weigh at least 110 pounds and are in generally good health may be eligible to donate blood. High school students and donors 18 years of age and younger also have to meet certain height and weight requirements. Please bring your Red Cross blood donor card or other form of positive ID when you come to donate. For additional information regarding donor eligibility or where to give blood, please call 1-800-GIVE LIFE or visit givelife.org

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