



CONTACT:

Caitlin Pompo, Public Relations Manager
506 Old Liverpool Road, Liverpool, NY 13088
caitlin_pompo@wcnny.org
phone: 315-453-2424 ext. 202
fax: 315-451-8824

FOR IMMEDIATE RELEASE

**WCNY JOINS FORCES WITH THE AMERICAN RED CROSS FOR A
SPOOKTACULAR HALLOWEEN BLOOD DRIVE**

SYRACUSE, NY, (October 26, 2009) – Together, WCNY and The American Red Cross Blood Services, New York-Penn Region will host a Halloween Blood Drive on Tuesday, October 27, 2009 from 11 am to 4 pm. The blood drive will take place in the front parking lot of the WCNY headquarters located at 506 Old Liverpool Road in Liverpool, NY.

“We are excited to work with The Red Cross on this community initiative,” said Rosie Taravella, Vice President of Corporate Advancement for WCNY-TV/FM. “It’s a great opportunity to get the public involved and donating blood will benefit those in the Syracuse community who need it.”

This marks the first blood drive WCNY has participated in with the American Red Cross. The Red Cross has a need for all blood types. All members of the public are welcome and appointment sign-up is available by calling WCNY’s main number at 315-453-2424.

Call **1-800-GIVE LIFE (800-448-3543)** or visit donatebloodnow.org to learn more about donating blood. Individuals who are at least 17 years of age (16 with parental permission in New York and Pennsylvania), 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. Identification is required at the time of donation.

* * *

WCNY is a private, tax-exempt, nonprofit organization, and member-supported affiliate of the Public Broadcasting Service (PBS) founded in 1965. We serve a 19-county viewing and listening area, reaching more than 1.8 million households via on-air, radio and online content.

WCNY broadcasts television programming on “Main Channel” 24.1 in Syracuse, WCNY2, and digital channels: YTV 24.2, Cinema 24 – 24.3, and WCNY-HD – 24.4. All channels are carried by 33 cable carriers including Time Warner. WCNY is also the only station in our broadcast area that offers true HD 24-hours a day.

WCNY-FM, the only classical music station in Central New York, is broadcast on WCNY-FM, 91.3 in Syracuse, WJNY-FM, 90.9 in Watertown, WUNY-FM, 89.5 in Utica, and is broadcast over the World Wide Web at www.wcny.org. Our visually impaired audience can access "Read-Out," a radio reading service.

WCNY offers educational videos online. We also produce original programming that inspires, educates, and entertains, and offer award-winning video production and media consulting services to the public.

###