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Takes All Types Builds First Blood Donor Network Using Facebook

Innovative non-profit uses online social networks to quickly and efficiently unite blood donors and collection agencies

NEW YORK, NY, March 10, 2008 – Takes All Types, a not-for-profit organization that uses online social networks like Facebook to recruit and mobilize volunteer blood donors, launched today at <http://apps.facebook.com/takesalltypes> and <http://www.takesalltypes.org>.

Takes All Types (TAT) is the first online nationwide network of blood donors, improving blood donation and collection efforts by engaging the precise types of donors that are needed most. Joining Takes All Types is easy; U.S. and Canadian residents who are Facebook members may enroll for free at <http://apps.facebook.com/takesalltypes>. There they can sign up to receive donation alerts, volunteer at blood drives and collection centers, and display their Takes All Types membership status on their Facebook profiles. At the touch of a button, they can also invite their Facebook friends to join Takes All Types. Non-Facebook members can enroll at <http://www.takesalltypes.org>.

Blood collection organizations nationwide will benefit from Takes All Types from the ability to reach local donors who have the specific blood types they need. This approach promotes more regular and reliable blood donation, and allows for fast, targeted mobilization of local donors for immediate action in cases of emergency. When blood reserves are low, the collection organization can use Takes All Types to call for donations by SMS text message, e-mail, phone, fax and private Facebook message.

"Takes All Types is the natural extension of the program we kick-started with our partners American Association of Blood Banks, America's Blood Centers, American Red Cross and America Online a few years ago," said Patrick Hughes, President and CEO of Give Life Foundation, one of the nation's leading blood advocacy groups. "We are very excited to be working with TAT in their efforts to connect potential young blood donors with their civic duty to help keep America's blood supply healthy and to sustain our nation's growing blood needs.

"Takes All Types addresses three critical needs in the blood collection process: to broadly promote this important cause to new and younger donors; to send timely reminders to

encourage people to become regular donors; and to quickly mobilize local donors and volunteers when there's an urgent need in their community," said Takes All Types co-founder and Executive Director Ben Bergman. "Facebook, MySpace and other social networks provide a revolutionary way to find thousands of new donors, and engage them in a project - to make our nation's blood supply more stable and reliable in the long term."

Tax-deductible charitable donations for Takes All Types can be made online via Paypal at <http://apps.facebook.com/takesalltypes>, at www.takesalltypes.org , or by postal mail to Takes All Types, 1210 Old Henderson Rd., Columbus OH 43220.

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About Takes All Types

Takes All Types is a non-profit organization that uses social media to improve blood donation and collection efforts. A Facebook application at <http://apps.facebook.com/takesalltypes> coupled with a dedicated website at <http://www.TakesAllTypes.org>, enables people to sign up as donors and volunteers, reminds them to give regularly, and send alerts when urgent blood needs arise. This grassroots effort is building the first centralized database of blood donors and volunteers in North America. Takes All Types currently enjoys 501.3c status through the fiscal sponsorship of Grassroots.org, which permits charitable donations. These can be sent online via PayPal or to Takes All Types, 1210 Old Henderson Rd., Columbus OH 43220.

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