

Saturn National Donor Day E-mail – Retailer Specific

The 11th anniversary of Saturn National Donor Day is fast approaching! Donor Day is one of America's largest community-wide lifesaving donation drives, and this year's event will take place in your community at Saturn of ANYTOWN, February XX, 2008 from [TIME].

Each year on or around Valentine's Day, Saturn retailers across the nation partner with many of America's leading nonprofit health organizations and host local events to collect blood donations, to encourage marrow, organ and tissue donations and to raise awareness. To date, The Saturn National Donor Day program has collected over 226,000 units of blood and has helped add nearly 12,000 potential donors to the National Marrow Donor Program Registry. Twenty-four potentially lifesaving marrow matches have occurred as a direct result of Donor Day.

Now's your chance to get involved, and to help support Saturn of ANYTOWN while we support our local community. Come see us [this Valentine's Day] and learn about the value of blood, marrow, organ and tissue donation. You could save a life.

Sincerely,

The Saturn Team