

SONIC PAIRS WITH RED CROSS TO SUPPORT BLOOD DRIVES

OKLAHOMA CITY — The American Red Cross and **Sonic Corp.** recently concluded their combined “It Takes Two” program, which ran in January and February. The promotion gave two coupons to Sonic to more than 100,000 blood donors across the Red Cross South Central Division, which covers seven states.



Promotional materials for the program encouraged blood donors to give blood twice a year, bring two friends with them to the blood bank or host two blood drives. The Red Cross said Sonic coupons were distributed at nearly all the 3,342 blood drives conducted in the South Central Division during the first two months of 2009.

“We are thrilled we were able to help the Red Cross raise awareness for the need to give blood,” said Christina Bell, regional marketing director for the Oklahoma City-based drive-in chain. “We were happy to support such an important program.”

