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Roche and Indiana Blood Center Partner for High School Scholarship Program
High school seniors 'raise their sleeve' for opportunity to help pay for college costs

INDIANAPOLIS (January 16, 2012) – Roche Diagnostics and Indiana Blood Center have teamed up to create a \$70,000 scholarship program for seniors in 174 high schools throughout the state who host blood drives at their school. High school student blood donations are an important component of the blood supply distributed to communities across Indiana, accounting for 16 percent of blood donations that are distributed to Indiana hospital patients. A \$400 scholarship will be awarded to one senior from every participating high school.

On Wednesday, January 18, **New Palestine High School** will host a **blood drive** from **8 a.m. to 1 p.m.** in the school's gymnasium. It is one of nearly 60 high school blood drives being held across the state in January and February.

"We're so impressed with the dedication of Indiana's high school students who choose to donate blood and help improve the lives of others," said Jack Phillips, president and CEO of Roche Diagnostics' North American operations, which are based in Indianapolis. "We want to honor that dedication by providing an opportunity to help them pay for some of the rising college costs they face."

Students must be a senior, participate in two blood drives during the academic school year either as a donor or student coordinator/recruiter, plan to attend an institution of higher education in Indiana, and study science, math, technology or another health-related field. Winning scholars will be selected by each high school and will receive red honor cords to be worn during graduation ceremonies, as well as a certificate of recognition.

"It's really quite amazing that our high school student donors account for such a significant percentage of our collected blood units," said Byron Buhner, president and CEO of Indiana Blood Center. "These kids are having a remarkable and life-saving impact with their generous gift of blood, and we can't thank them enough for setting this kind of leadership example."

Last year, Indiana Blood Center's high school blood drives resulted in 24,000 donation attempts from high schools across the state. Buhner says by donating blood, students learn the values of volunteering, community involvement and altruism. "They discover that giving blood is fast, easy and

painless,” he said. “We hope that giving today when they are young will create a life-long practice of giving blood.”

The scholarship program is not the first time Roche Diagnostics has partnered with Indiana Blood Center. Roche also hosts employee blood drives and is the first company to support Indiana Blood Center with a co-branded mobile unit.

To learn more about the Roche-Indiana Blood Center high school scholarship program, go to www.indianablood.org/highschools. Below are the upcoming high school blood drives in the Indianapolis, Columbus, Terre Haute, Muncie, and Lafayette areas:

Indianapolis	Columbus	Terre Haute	Muncie	Lafayette
New Palestine Jan. 18	Triton Central Jan. 18	North Vigo Jan. 19	Eastern Hancock Jan. 17	Rossville Jan. 25
Martinsville Jan. 20	Muscatatuck Ctr Jan. 20	North Putnam Jan. 24	Mt. Vernon Jan. 26	McCutcheon Feb. 14
Fountain Sq Acad Jan. 24	Atterbury Job Ctr Jan. 24	West Vigo Feb. 2	Greenfield Central Jan. 27 and 28	Tipton Feb. 29
Lawrence North Jan. 26 and 27	Central Nine Jan. 31	South Vigo Feb. 9	The IN Academy Feb. 2	
Arsenal Tech Feb. 2	Greensburg Feb. 15 and 16	Bloomfield Feb. 21	Blackford County Feb. 10	
Irvington Prep Feb. 7	Indian Creek Feb. 23	Sullivan Feb. 24	Pendleton Heights Feb. 14	
Ben Davis Feb. 8	North Decatur Feb. 28	TriWest Feb. 28	John H. Hinds Feb. 15	
Union Bible Col Feb. 8	Shelbyville Feb. 22	Plainfield Feb. 29	Anderson Feb. 21	
Tabernacle Feb. 13			New Castle Career Feb. 24	
Cardinal Ritter Feb. 14				
Avon Feb. 15				
Scecina Feb. 16				
North Central Feb. 17				
Lawrence Central Feb. 21				
Cathedral Feb. 21				
Monrovia Feb. 22				
Park Tudor Feb. 22				

About Indiana Blood Center

Indiana Blood Center was founded in 1952 and is a non-profit community service organization meeting patient's blood needs at over 60 hospitals across Indiana, by seeing 550 volunteer blood donors each day. The goal is met with the help of the nearly 4,000 organizations who host blood drives in 80 of Indiana's 92 counties and through the dedication of the 450 Indiana Blood Center staff who live the daily mission of delivering a constant, stable supply of blood components to patients in Indiana hospitals. Indiana Blood Center is the largest independent blood center in Indiana and among the top 20 nationally, distributing more than 150,000 blood components each year.

About Roche Diagnostics

Headquartered in Basel, Switzerland, Roche is a leader in research-focused healthcare with combined strengths in pharmaceuticals and diagnostics and about 80,000 employees worldwide. The diagnostics division offers a broad portfolio of tools that help healthcare providers diagnose and monitor diseases like congestive heart failure, HIV, hepatitis and diabetes, as well as other medical conditions. These products and services are used by researchers, physicians, patients, hospitals and laboratories to help improve people's lives. Roche Diagnostics' North American headquarters, located in Indianapolis, has about 4,200 employees and is home to U.S. research and development, laboratory, manufacturing, distribution, information technology and administrative operations. For more information: www.roche-diagnostics.us or www.roche.com.