



# PRESS RELEASE

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## We Want To Suck Your Blood!

*Bloodsuckers Targeting HollowTree Images Photographic Studios*

Tampa, Florida (October 11, 2010) -Marti and Jeff Fay, owners of HollowTree Images Studios in Northdale, are hosting a blood drive to benefit Florida Blood Services on Saturday, October 30th. These friendly blood-suckers are willing to reward you for a pint of your true blood and encourage donors to stop by and donate between noon and 4 p.m.

This is not your routine blood drive either! Keeping with the Halloween spirit, HollowTree Images Studios invites all the little ghosts, goblins, and witches to attend with their parents for an afternoon of Matt and Tanya's Ice Creamiest and LuLu's Little Cakes cupcakes among other treats and discounts. While the costumed children enjoy their treats, parents will have an opportunity to give their most precious resource.

"We are devoted to serving our community and according to Florida Blood Services, the Tampa Bay area has a one-day supply of O-negative blood and a two-day supply of B-negative, " commented Marti. "What better way to encourage all donors to attend than adding an element of fun and make it a family affair?" As a reward, all donors will have a free professional photograph taken by Jeff Fay, an internationally recognized photographer who has had the privilege to photograph superstars like Bill Cosby, Cher and Billy Joel. The photo can be of themselves, their children or pets. A digital image of the photograph will be e-mailed for use in social media applications and one 5x7 photograph will be mailed to the donors. In addition, a \$100 HollowTree Images Studios gift certificate will be given to every donor and LocalShops1.com will donate a 1Card, which offers discounts to independently owned businesses in the Tampa Bay area.

Reservations are not required, but recommended. To reserve your spot call 813.962.3270.

### **About HollowTree Images Photographic Studios**

HollowTree Images is located at 15711 Mapledale Blvd. in Northdale. For more information contact 813.962.3270 or visit [www.hollowtreeimages.com](http://www.hollowtreeimages.com) and HollowTree Images Photographic Services on Facebook. HollowTree Images Photographic Studio is a 1700 sq. ft. facility located in the Northdale area.

### **About the agency**

MAD House, Inc. is a full-service advertising and marketing agency with a specialization within the U.S. Hispanic market and focusing on small to mid-size companies. MAD House, Inc. is based in Tampa, Florida. For more information, visit [www.madhousefl.com](http://www.madhousefl.com).

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