



FOR IMMEDIATE RELEASE: April 15, 2017



## DOUGLAS JEEP OF VENICE HOLDING DONOR DRIVE TO SAVE LOCAL TODDLER

*All it takes is one person—one match—to save Baby Emilie.*

**Venice, FL:** On Tuesday, April 18, 2017, Douglas Jeep Chrysler Dodge Ram will be holding a bone marrow donor drive from 11am to 1pm in their Pre-owned Megacenter located at 2382 South Tamiami Trail in Venice. All members of the public between the ages of 18 and 44 are urged to come by and submit to a simple cheek swab to see if they are a match to save the life of 1-year-old Emilie Meza of Bradenton, or one of the other 14,000 sons, daughters, moms, and dads waiting for their perfect match.

At just 9 months old, Emilie was diagnosed with Acute Myeloid Leukemia, a rare, devastating blood cancer. Though she has endured months of intense chemotherapy treatments, it's not enough. Emilie's only hope for survival is a bone marrow transplant—and she only has a week left to find a donor. So far, a match has not been found. "There are so many children and families in search of a bone marrow match for a transplant," explains Roxie Meza, Emilie's mom. "I feel like we're playing the lottery, and we're just not hitting any numbers."



That's why Douglas Jeep is teaming up with Be The Match ([bethematch.org](http://bethematch.org)), the world's largest and most diverse bone marrow donor registry, to find Emilie's perfect match. It's quick and easy to be tested—here's how:

- swing by the Douglas Jeep Pre-owned Megacenter on your lunch break
- sign up at the registration table
- let us swab the inside of your cheek (it's totally painless!)
- feel good knowing that YOU could be the cure—for Emilie, or another person in need

And, if you're the fortunate person chosen to save a life—Be The Match makes the donation process as easy as possible. "It's a common misconception that bone marrow donation is a painful process," says Florida Be The Match spokesman Marc Silver. "The vast majority of the time, all we need are stem cells—it's just like a common blood donation."

If you are unable to be tested, or are ineligible to be a donor, there are other ways to Be the Cure:

- Your donation to [Be The Match](#) helps connect patients like Emilie with the donors who can save their lives.
- Visit Emilie's [GoFundMe](#) page to help her mom and dad cope with the mounting costs of caring for a sick child.

- Check out [BeTheMatch.org](http://BeTheMatch.org) to learn how to volunteer, raise funds, or host a donor drive.
- If you can't make it to the event, you have two options: visit [join.bethematch.org/fl](http://join.bethematch.org/fl) to have a kit mailed to you; or, for alternative testing locations or times, contact Stephanie Pierce (contact info below).

**Press Contact:**

- For more information about the bone marrow donor drive for Emilie, please contact Stephanie Pierce by phone or text at 731-499-2194, or by email at [stephill@hotmail.com](mailto:stephill@hotmail.com)
- For more information about Douglas Jeep, please contact the dealership at 941-203-4224 or visit [DouglasJeep.com](http://DouglasJeep.com)

**About Douglas Jeep:** Douglas Jeep is a locally owned full-service Jeep, Chrysler, Dodge, and Ram dealership with an extensive new and pre-owned selection. The showroom is open from 9am to 7pm Monday-Friday, 9am to 6pm Saturday, and 11am to 4pm Sunday.

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