



MORNING SHOW MEDIA ALERT

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7TH ANNUAL “PINT FOR A PASS” BLOOD DRIVE AND GENERAL PUBLIC TICKETS LAUNCH ON MONDAY, AUGUST 15

Fresno, California... August 11, 2016

WHO: The Big Fresno Fair and Central California Blood Center will hold a special launch event on Monday, August 15 to kick off the seventh annual “Pint for a Pass” Blood Drive, coinciding with the general public tickets on sale for the 2016 Big Fresno Fair.

WHAT: The official launch for the “Pint for a Pass” Blood Drive will take place on **Monday, August 15 at 5 a.m. in The Big Fresno Fair’s Table Mountain Rancheria Park**. Our media partners can come out and help spread the word about this special promotion that helps the Central California Blood Center fill the great need for blood in the Valley – especially during the summer months.

The launch event will include delicious Fair food booths, a portable ticket booth, free commemorative t-shirts and enter-to-win concert ticket giveaways. Winners will be chosen every hour beginning at 6 a.m. on Monday, August 15 at the Launch Event at the Fresno Fairgrounds.

This “Pint for a Pass” Blood Drive launch coincides with the kick-off for The Big Fresno Fair’s public Tickets on Sale. This is the first day the general public is able to purchase their tickets for the 2016 Big Fresno Fair, including concert tickets. Blood donors at the launch event will be able to redeem their voucher good for a “Buy One, Get One Free” admission ticket to the 2016 Big Fresno Fair immediately after donating from a portable ticket booth in the Table Mountain Rancheria Park. All Fair tickets – concert, admission, Season Pass, Unlimited Carnival Ride Wristband, Horse Racing reserved seats, etc. – can be purchased as well.

WHEN: “Pint for a Pass” Blood Drive Launch Event
Monday, August 15 from 5 a.m. – 2 p.m.

WHERE: The Table Mountain Rancheria Park at the Fresno Fairgrounds
1121 S. Chance Avenue, Fresno, CA 93721
(Enter through Gate 2 off Chance Avenue)

WHY: In the past 6 years, over 60,000 pints of blood have been collected at donor centers, mobile units and in the Fresno State campus as part of the “Pint for a Pass” Blood Drive. For every pint of blood, there is the potential to save up to three lives! That means with that total of blood collected, we have potentially helped save 180,756 lives! The reason one pint can save up to three lives is because the Central California Blood Center’s state-of-the-art lab can separate one pint of blood into three different components: whole blood, plasma and platelets.

Be part of the 2016 “Pint for a Pass” Blood Drive from August 15 – September 11 and help save lives! All donors at any Central California Blood Center mobile unit or donor center during that timeframe will receive a voucher good for a “Buy One, Get One Free” ticket to the 2016 Big Fresno Fair, which runs October 5 – 16. Everyone who donates during this blood drive will also be entered-to-win concert tickets and horse racing reserved seats at The Big Fresno Fair. For a complete list of donor centers and mobile drive locations, please visit www.donateblood.org.

VISUALS: Donors, Fair Management and staff, the public purchasing their Fair tickets, concert giveaways, entertainer photos, Fair food and more!

CONTACT: For more information please contact Danielle Griffin at (559) 650-3229 or (559) 994-3133.

Donor Requirements & Instructions:

Blood donation takes less than one hour to complete. Donors must be in good general health, weigh a minimum of 110 pounds and be at least 17 years old (16 years old with written parental consent). Senior citizens are encouraged to donate, as there is no upper age limit. Donors should eat a good meal and drink plenty of water within 4 hours prior to their donation. Donors can give blood every eight weeks. *Photo ID and Social Security Number are required at donor registration.*

Donor Center Information:

<u>JEDC – NW Fresno</u>	<u>Fresno</u>	<u>North Fresno</u>	<u>Visalia</u>
4343 W. Herndon Ave.	1196 E. Shaw Ave.	1010 E. Perrin Ave	1515 S. Mooney Blvd.
M-Fri 9a-6p	M-Fri 9a-6p	M-Fri 9a-6p	M-Fri 9a-6p
Sat 9a-3p	Sat 9a-3p	Sat 9a-3p	Sat 9a-3p

Attachment: “Pint for a Pass” logo