



MORNING SHOW MEDIA ALERT – 5/24/12

Contact: Ashlee Garcia
The Big Fresno Fair
Office: (559) 650-3229/Cell: (559) 994-3133

THIRD ANNUAL “PINT FOR A PASS” BLOOD DRIVE KICKS OFF MONDAY, JUNE 4

Fresno, California...May 24, 2012

WHO: The Big Fresno Fair, Central California Blood Center and CBS 47 will kick off the third annual “Pint for a Pass” Blood Drive.

WHAT: The official launch for the “Pint for a Pass” Blood Drive will take place on **Monday, June 4** at the **Jenny Eller Donor Center** on the southeast corner of **Herndon and Blythe**. The kick off will start at 5 a.m. so 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. This “Pint for a Pass” Blood Drive launch will feature a fun Fair-like atmosphere including yummy Fair food and enter-to-win concert giveaways. Special promotions will also include the first concert ticket giveaway of the year to the first 10 people who donate blood beginning at 8 a.m. on this day only at the Jenny Eller Donor Center.

WHEN: Pint for a Pass Official Launch
Monday, June 4, 2012
5 a.m. – Media partners are invited to join The Big Fresno Fair, the Central California Blood Center and CBS 47 to kick off the “Pint for a Pass” Blood Drive launch.
8 a.m. – Public launch and opening of the “Pint for a Pass” Blood Drive.

“Pint for a Pass” Blood Drive Promotion
June 4 – July 28

WHERE: Central California Blood Center’s Jenny Eller Donor Center
4343 W. Herndon Avenue, Fresno, CA 93722

WHY: The Big Fresno Fair, the Central California Blood Center and CBS 47 have teamed up again to offer the “Pint for a Pass” Blood Drive. The summer months can be a challenging time to keep the Valley’s blood supply at needed levels. With that in mind – The Big Fresno Fair, along with the Central California Blood Center and CBS 47, are encouraging new and returning donors to give the “gift of life” during the “Pint for a Pass” Blood Drive and in return they will receive a voucher good for a “Buy One, Get One FREE” ticket to the 2012 Big Fresno Fair, which runs October 3 – 14, plus a special “Pint for a Pass” T-shirt at donor centers while supplies last. 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. In the past two years, more than 22,000 pints of blood have been collected through the “Pint for a Pass” Blood Drive. Help us make that 33,000 pints! For a complete list of mobile drive locations, please visit www.donateblood.org.

-more-



“Pint for a Pass” Blood Drive Launch cont...

VISUALS: Donors (Fair Management and staff), concert giveaways, entertainer photos, Fair food and more!

CONTACT: For more information please contact Ashlee Garcia 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>	<u>Porterville</u>
4343 W. Herndon	3445 N. First St.	1010 E. Perrin Ave	1515 S. Mooney Blvd.	93 N. Main St., Ste. D
M-Th 8a-6:30p	M-Th 8a-6:30p	M-Th 8a-6:30p	M-Th 8a-6:30p	T-Th 11a-6p
F 8a-6p, S 9a-3p	F 8a-6p	F 8a-6p, S 9a-3p	F 8a-6p, S 9a-1p	S 9a-1p

Attachment: “Pint for a Pass” logo