



June 4, 2012

FOR IMMEDIATE RELEASE

Contact:

Chris Sorensen
Director of Community Relations and Development
Central California Blood Center
O: (559) 389-5405

Ashlee Garcia
Communications Department
The Big Fresno Fair
O: (559) 650-3229/ C: (559) 994-3133

The 3rd Annual “Pint for a Pass” Blood Drive Encourages Community Members to Donate and Help Save Lives While Saving on Admission to the 2012 Big Fresno Fair
Special prizes will be available for donors from June 4 – July 28

FRESNO, CALIFORNIA...June 4, 2012 – The Big Fresno Fair, Central California Blood Center and CBS 47 have teamed up once again to offer the “Pint for a Pass” Blood Drive from June 4 – July 28. This year’s blood drive runs a total of 8 weeks, which is nearly 6 weeks longer than last year’s event. Fair Management made the decision to expand this promotion with the hopes to help draw out more blood donors – both new and returning. All donors will receive a voucher for a “Buy One, Get One Free” admission ticket to the 2012 Big Fresno Fair, which runs October 3 – 14. Donors who go to a Central California Donor Center to give blood will receive a commemorative T-shirt while supplies last. All donor s will also be automatically entered to win Big Fresno Fair concert tickets, horse racing reserved seat tickets and other Fair entertainment giveaways.

The summer months can be a challenging time to keep the Valley’s blood supply at needed levels. With this in mind, Fair Management developed this blood drive partnership with a mission to help get donation levels to the amounts needed. The Central California Blood Center is the sole provider of blood and blood products for the 31 hospitals in Fresno, Tulare, Madera, Kings and Mariposa Counties and must collect between 5,000 to 6,000 pints of blood a month to meet the needs of our Valley community.

“The need for blood is great and the need is now,” said John Alkire, CEO, The Big Fresno Fair. “We are excited to continue our partnership with the Central California Blood Center and we challenge everyone to stand up and donate during the ‘Pint for a Pass’ blood drive and throughout the year. Every donation can help to save a life and someday it might help save you or someone you know. So please, get out there and donate!”

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Pint for a Pass Blood Drive cont...

The partnership between The Big Fresno Fair and Central California Blood Center was established as part of the Fair’s overall “Give Local” campaign that was first established in 2009 with the Drought Relief Community Food Drive that raised more than 28.6 tons of food for Central Valley residents in need. Now, as the “Pint for a Pass” Blood Drive enters its third year, The Big Fresno Fair and Central California Blood Center, along with their partner CBS 47, hope to top last years’ total of more than 11,000 pints of blood collected.

“We are very grateful The Big Fresno Fair continues to partner with us on their ‘Pint for a Pass’ Blood Drive that offers donors a chance to be part of the Valley’s longest standing tradition and save some money, while also giving one of the most precious gifts – blood,” said Dean Eller, President and CEO for the Central California Blood Center. “Donating blood is a rewarding experience because you walk away knowing you possibly helped save up to three people’s lives by taking an hour out of your day to donate.”

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.

This special offer, which is ONLY available to Central California Blood Center donors, will be given out at donor center locations in Fresno, Visalia and Porterville along with mobile blood drive locations. For a list of mobile drive locations, please visit www.donateblood.org. Below is a list of all Central California Blood Center locations and their hours of operation:

<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

About The Big Fresno Fair:

The Big Fresno Fair, founded in 1884, is the fifth largest fair in the State of California and represents the 21st District Agricultural Association. The Big Fresno Fair is the largest annual event in the Central Valley. Members of the Board of Directors include: William White, President; Elizabeth Hudson, Vice President; Debbie Jacobsen, Secretary/Treasurer; Tim Bakman; Ron Barsamian; Leta Ciavaglia; Larry Serpa; Wangyee Vang and A.J. Yates. John C. Alkire heads daily operations in his role as CEO. More information about The Big Fresno Fair can be found at www.FresnoFair.com.

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