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## FOR IMMEDIATE RELEASE

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### **Last Chance to Help Save Lives While Saving on Admission to the 2012 Big Fresno Fair as part of the 3<sup>rd</sup> Annual “Pint for a Pass” Blood Drive**

*Special prizes still available through July 28*

**FRESNO, CALIFORNIA...July 12, 2012** – The Big Fresno Fair, Central California Blood Center and CBS 47 are continuing to encourage new and returning donors to take advantage of their last chance to participate in the “Pint for a Pass” Blood Drive, which ends July 28. This year’s blood drive began on June 4, running 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, and top last years’ total of more than 11,000 pints of blood collected. To date, more than 6,755 pints of blood have been collected as part of this effort.

All donors who donate at a Central California donor center location receive a voucher for a “Buy One, Get One Free” admission ticket to the 2012 Big Fresno Fair, which runs October 3 – 14, and a commemorative T-shirt while supplies last. Additionally, those donating at a donor center location will 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 so the Central California Blood Center needs donors to turn out to give blood. The 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 challenge everyone to stand up and donate during the next two weeks of the ‘Pint for a Pass’ blood drive. Every donation can help to save a life and someday it might help save you or someone you know. Plus, you get discounted admission to the 2012 Big Fresno Fair. Donate and save a life and money today!”

-more-

*Pint for a Pass Blood Drive cont...*

“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](http://www.donateblood.org). Below is a list of all Central California Blood Center locations and their hours of operation:

<b><u>JEDC – NW Fresno</u></b>	<b><u>Fresno</u></b>	<b><u>North Fresno</u></b>	<b><u>Visalia</u></b>	<b><u>Porterville</u></b>
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

For anyone donating at any mobile drive in Fresno, Madera, Kings, Tulare or Mariposa counties, the “Buy One, Get One FREE” voucher for admission to the 2012 Big Fresno Fair will be included in their coupon packs. For a list of mobile drive locations, please visit [www.donateblood.org](http://www.donateblood.org).

**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. Nearly 550,000 people from throughout the State visit The Big Fresno Fair each year making it the largest event in the Central Valley. Members of the Board of Directors include: William White, President; Elizabeth Hudson, Vice President; Debbie Jacobsen, Secretary/Treasurer; Jerry Pacheco; Ron Barsamian; Leta Ciavaglia; Larry Serpa; Fue “Ricky” Vang and A.J. Yates. John C. Alkire heads the daily operations in his role as CEO. For more information about The Big Fresno Fair, please visit [www.FresnoFair.com](http://www.FresnoFair.com).

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