FOR IMMEDIATE RELEASE:
January 9, 2020

Central Valley Blood Shortage Prompts Blood Drive in Downtown Fresno

FRESNO, CA - The Fresno County Department of Public Health (FCDPH) is asking valley residents who have never given blood and those who haven't given blood recently, to donate blood immediately. Coming out of the holiday season, blood banks across the country traditionally see a decrease in donations. At this time, the Central California Blood Center (CCBC) is experiencing low levels of blood supply.

The FCDPH is celebrating National Blood Donor Month this January and is challenging other County Departments to donate blood in 2020 with the goal of creating a robust supply that can meet local hospital patient needs.

The opportunity below has been scheduled to conduct interviews, obtain photographs and video.

Media Availability

WHAT: Fresno County Department of Public Health Blood Drive

WHERE: Fresno County Department of Public Health
1221 Fulton Street (Congo Alley)
Fresno, CA 93721

WHEN: Friday, January 10, 2020

TIME: 9:00am – 9:30am (Media check-in)
9:30am – 10:30am (B-roll and interviews)

WHO: Dan Lynch, EMS Division Manager, FCDPH
Leticia Berber, Health Educator, Community Health, FCDPH (Spanish)
Ersilia Lacaze, Director of Marketing and Community Development, CCBC

To RSVP, please contact Public Health Communication at (559) 259-1798.

For more information about the Central California Blood Center, please call (559) 389-5433 or visit www.donateblood.org.

###

Promotion, preservation and protection of the community’s health
1221 Fulton Street, Fresno, CA 93721 • P.O. Box 11867, Fresno, CA 93775
(559) 600-3200 • FAX (559) 600-7687
The County of Fresno is an Equal Employment Opportunity Employer
www.co.fresno.ca.us • http://fcph.org