FOR IMMEDIATE RELEASE:
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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.

According to the CCBC, every two seconds someone in the United States needs blood, yet less than 10% of the population eligible to donate, does so annually. Blood donors from the Central Valley are desperately needed. “Winter time is one of the most difficult times of year to collect enough blood products to meet patient needs," says David Pomaville, FCDPH Director, “We are challenging all County Departments to hold blood drives and to encourage their staff to donate blood.”

This January the FCDPH is celebrating National Blood Donor Month by challenging other County Departments such as Internal Services and Social Services and our partners at City Hall to donate blood in 2020 with the goal of creating a robust supply that can meet local hospital patient needs. The FCDPH is hosting a blood drive today at 1221 Fulton Street, directly behind the building. Staff, family, friends and the general public are encouraged to attend.

The CCBC is responsible for the collection of blood and blood products in Fresno, Madera, Kings, Mariposa and Tulare. “I’m not going to do an ice bucket challenge, but maybe we can do a ‘Raise the Arm Challenge.’ First, challenging our employees, local partners, and then challenging our neighboring counties,” said Pomaville.

“Five thousand to six thousand pints of blood must be collected per month to meet the needs of patients in our Central Valley community,” says Ersilia Lacaze, Central California Blood Center Director of Marketing and Community Development, “The sustainability and wellbeing of a community hinges on a sustainable and ready blood supply. Valley people need valley blood, come out and donate today.”

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

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