

MEDIA ALERT

Central California Blood Center

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California Blood Center Joins U.S. Surgeon General's Urgent Call for Blood Donors Amid Nationwide Summer Shortage

FRESNO, Calif. — Central California Blood Center is joining the U.S. Surgeon General's recent nationwide appeal, urging both returning and first-time donors to make blood donation a priority in the coming days and weeks. Blood centers across the country are facing critically low inventories following weeks of declining donations, putting the nation's blood supply at risk.

The seasonal decline in donations during the summer months—driven by vacations, travel, and fewer school and community blood drives—has contributed to a nationwide shortage at a time when hospitals continue to depend on a stable blood supply to care for patients.

Every blood donation helps ensure hospitals are prepared for emergencies, surgeries, cancer treatments, premature infants, and other lifesaving medical needs. Without an immediate increase in donations, hospitals could face difficult decisions, including delaying non-emergency procedures due to limited blood availability.

WHO

Central California Blood Center

WHAT

An urgent call for blood donors of all types, with O-negative, A-negative, AB-negative blood, and AB plasma at critically low levels.

WHY

- All blood types are needed every day for trauma patients, surgeries, cancer treatments, emergency care, and babies in neonatal intensive care units (NICUs).

- Immediate donations are needed to help ensure local hospitals have lifesaving blood available for every patient who needs it.
- Supplies of O-negative, A-negative, AB-negative blood and AB plasma have dropped to less than a one-day inventory.
- O-negative is the universal blood type used in trauma situations when there isn't time to determine a patient's blood type.

WHEN

Eligible donors are encouraged to make an appointment to donate as soon as possible.

WHERE

Appointments, locations, and hours are available at **donateblood.org** or by calling **559-389-5433**.

DONOR THANK-YOU OFFERS

- Donate by **September 7** and receive a free pint of Umpqua Ice Cream and a Brownie Baker cookie.
- Receive a voucher for free admission to any APCAL Rock'n Ranch event in Madera.
- Be entered for a chance to win tickets to Fresno Grizzlies games and other summer events.

QUOTE

"Blood centers across the country are experiencing a significant summer shortage, and our region is feeling that impact as well," said Christine Hayes, President and CEO of Central California Blood Center. "We encourage both returning and first-time donors to make blood donation a priority in the coming days. Just one donation has the potential to save multiple lives and helps ensure hospitals throughout the Central Valley have the blood products they need to provide lifesaving care."

About The Central California Blood Center

*The Central California Blood Center serves as the region's vital source of lifesaving blood products, supporting 20 hospitals and healthcare partners throughout Fresno, Tulare, Madera, Kings, and Mariposa counties. Each day, hundreds of local patients depend on blood transfusions for emergency care, surgical procedures, and ongoing medical treatments. In critical moments, the blood readily available on our shelves can make all the difference. By donating, community members provide more than blood—they offer hope, healing, and a second chance to neighbors, friends, and families across the Central Valley. For more information, visit **www.donateblood.org** or follow us on Facebook, Instagram, Twitter, and LinkedIn for updates, donor stories, and opportunities to get involved.*

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