

NEWS RELEASE

Central California Blood Center

Abby Minong
Director of PR and Marketing
559-389-5413
aminong@donateblood.org



Nothing Bundt Cakes

Mohit and Kaela Yadav and Kurt Stuve
Franchise Owners
559-298-7698
fresno-clovis@nothingbundtcakes.com



September 10, 2026

Central California Blood Center Partners with Nothing Bundt Cakes for “Give Blood, Get a Bundtlet” Campaign

*Blood Donors to Receive a Nothing Bundt Cakes Bundtlet
Voucher September 12 – October 18*

Fresno, Calif. — Central California Blood Center (CCBC) Central California Blood Center (CCBC) is partnering with local Nothing Bundt Cakes franchises for its first-ever “Give Blood, Get a Bundtlet” campaign, taking place September 12 through October 18. Throughout the five-week campaign, every presenting blood donor who gives at a CCBC donor center or mobile blood drive will receive a voucher for a Nothing Bundt Cakes bundtlet, while supplies last. Vouchers may be redeemed at Nothing Bundt Cakes locations in Fresno, Clovis, and Visalia.

The campaign will host a kickoff Monday, September 14, with a special event at the Jenny Eller Donor Center and the Visalia Donor Center. Representatives from local Nothing Bundt Cakes locations will be on both sites from 12 p.m. to 1:30 p.m. to provide cake samples to donors, encourage blood donations and help raise awareness about the critical need for blood in local hospitals.

Campaign Details

- **What:** “Give Blood, Get a Bundtlet” campaign at all CCBC donation centers and mobile blood drives

- **When:** September 12 – October 18
- **Kickoff Event:** Monday, September 14, 12 p.m.–1:30 p.m.
 - Jenny Eller Donor Center, 4343 W. Herndon Ave., Fresno, CA 93722 and
 - Visalia Donor Center, 2245 W. Caldwell Ave., Visalia CA 93277
- **Kickoff Activities:** Nothing Bundt Cakes representatives will be at both donor centers to provide cake samples to donors
- **Donor Incentive:** All presenting blood donors will receive a voucher for a bundtlet, while supplies last
- **Voucher Redemption:** Participating Nothing Bundt Cakes locations in Fresno, Clovis and Visalia

“Blood donors are the heart of our mission, and we are grateful for every person who takes the time to donate,” said Christine Hayes, President and CEO of Central California Blood Center. “This partnership gives us an opportunity to thank our generous donors while bringing our community together around an important cause. Every donation can make a lifesaving difference for patients and families across the Central Valley.”

“Nothing Bundt Cakes is proud to partner with Central California Blood Center to support the health and well-being of our community,” said Mohit and Kaela Yadav, Franchise Owners of Nothing Bundt Cakes. “We hope this campaign encourages both longtime donors and first-time donors to roll up their sleeves, give blood and enjoy a little something sweet as our way of saying thank you.”

Every blood donation has the potential to save up to three lives, helping provide lifesaving blood products to hospitals and patients throughout the Central Valley.

For more information or to schedule an appointment, visit [donateblood.org](https://www.donateblood.org) or call 559-389-5433.

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.

About Nothing Bundt Cakes

Founded in 1997, Dallas-based Nothing Bundt Cakes is the nation's largest specialty cake company, with nearly 700 franchised and corporate bakeries in 40-plus states and Canada and growing. Bakeries Bring the Joy® by offering handcrafted Bundt Cakes for pickup or delivery in a variety of flavors and sizes, such as Bundtinis®, the brand's cupcake-sized Bundt Cakes, personal-sized Bundtlets and 8- and 10-inch Bundt Cakes, plus decorations and gift options for life's "just because" moments and special celebrations. Named by Technomic as America's No. 1 Favorite Restaurant Chain and by Yelp as its 2023 No. 2 Most Loved Brand, Nothing Bundt Cakes has also earned industry recognition that includes Entrepreneur's Franchise 500® ranking and Franchise Business Review's Franchise Hall of Fame.

###