MEDIA ALERT

Central California Blood Center
Abby Minong
Director of PR and Marketing
Cell: 559-389-6640
aminong@donateblood.org

October 29, 2026

Central California Blood Center Launches 2026 South Valley Battle of the Badges Blood Drive

WHAT: The Central California Blood Center invites the community to support local first responders during its annual South Valley Battle of the Badges blood drive, running November 1 through December 31, 2026. Community members can donate blood and credit their favorite participating public safety agency in this friendly competition to strengthen the local blood supply.

The campaign brings together participating agencies across the South Valley region, from Orange Cove to Porterville to Avenal.

“Every blood donation makes a difference for patients and families across Central California,” said Christine Hayes, President and CEO of the Central California Blood Center. “Battle of the Badges brings our first responders and communities together for a shared mission: saving lives. We encourage everyone in the South Valley to join the friendly competition and help ensure lifesaving blood is available when it’s needed most.”

MEDIA OPPORTUNITY: Media are invited to attend the official kickoff lunch featuring participating law enforcement agencies and community partners.

WHEN: Friday, October 30, 2026, at 11:30 a.m.
WHERE: Black Bear Diner, 900 S. Mooney Blvd., Visalia, CA 93277

Blood donations can be made at the Visalia donor center and participating South Valley mobile blood drives. Exclusive Battle of the Badges t-shirts will be available at select mobile drives while supplies last. One blood donation can help save up to three lives.

Schedule an appointment at www.donateblood.org.

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.*

###