

NEWS RELEASE

Central California Blood Center

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Central California Blood Center Partners with Girl Scouts for “Give a Pint, Get a Box of Cookies” Campaign

Blood Donors to Receive Girl Scout Cookies March 2 – 14

Fresno, CA — Central California Blood Center (CCBC) is proud to partner with local Girl Scouts to bring back the “Give a Pint, Get a Box of Cookies” campaign, running March 2 through March 14. During this two-week event, all blood donors who give at any CCBC donation center or mobile blood drive will receive a box of Girl Scout cookies as a thank-you for helping save lives, while supplies last.

The campaign will officially kick off on Monday, March 2, with a special event at the Jenny Eller Donor Center, where local Girl Scouts will be on site from 11:00 a.m. to 1:00 p.m. promoting the campaign, encouraging donors, and helping raise awareness about the ongoing need for blood donations in the community.

The partnership highlights the shared commitment of Central California Blood Center and Girl Scouts to service, leadership, and making a positive impact. Every blood donation has the potential to save up to three lives, supporting local hospitals and patients throughout the Central Valley.

“We’re excited to relaunch this campaign. Our partnership with the Girl Scouts gives us a meaningful and engaging way to highlight the importance of community service,” said Christine Hayes, President and CEO of the Central California Blood Center. “The need

for blood donations is constant, and this campaign reminds us that even small actions, like giving blood, can have a life-saving impact.”

“Girl Scouts are built on a foundation of courage, confidence, and character - and service is at the heart of everything we do,” said Dr. Russel Statham, CEO of Girl Scouts of Central California South. “Through this campaign, our organization is proud to support the Central California Blood Center and encourage the community to donate blood and help save lives right here at home. It’s a powerful example of how young leaders can make a meaningful impact in the communities they care about.”

Campaign Details:

- What: “Give a Pint, Get a Box of Cookies” campaign at all CCBC donation centers and mobile blood drives
- When: March 2 – 14
- Kickoff Event: March 2, 11:00 a.m. – 1:00 p.m at the Jenny Eller Donor Center on 4343 W. Herndon, Fresno, CA 93722
- Incentive: Girl Scout cookies for all presenting donors (while supplies last)

For more information or to schedule an appointment, visit 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 the Girl Scouts

Girl Scouts bring their dreams to life and work together to build a better world. Through programs from coast to coast, Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends. Backed by adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. [Join us](#), [volunteer](#), or [donate](#).

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