



NEWS RELEASE

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Central California Blood Center Urges Community to Give the Gift of Life During National Blood Donor Month

Launches “Pint for a Pita” Campaign with Special Donor Thank-You Gifts

Fresno, Calif. — The Central California Blood Center (CCBC) is calling on community members to step forward and give the lifesaving gift of blood as part of National Blood Donor Month. To recognize and thank generous donors, CCBC is launching its “Pint for a Pita” campaign, running January 1 through February 15, 2026.

During this limited-time promotion, all blood donors will receive a voucher for a free pita sandwich from Hummus Republic, a fast-growing Mediterranean-inspired restaurant known for its fresh and customizable offerings. The voucher is valid at their Fresno locations and serves as a tasty token of appreciation for those who help sustain the local blood supply during a critical time of year.

“National Blood Donor Month is an opportunity to honor those who give and to encourage new donors to join us in saving lives,” said Christine Hayes, President and CEO at the Central California Blood Center. “Every pint donated directly helps patients in our local hospitals. We’re grateful to partner with Hummus Republic to offer a fun thank-you for our community heroes.”

Hummus Republic will also host a special “Pita Party” at the Jenny Eller Donor Center on Herndon Avenue on Friday, January 9, 2026, from 11:30 a.m. to 1:00 p.m. To help kick off the promotion, Hummus Republic will provide a complimentary lunch for all donors who give at the center during the event, while supplies last.

“We’re honored to partner with the Central California Blood Center for the ‘Pint for a Pita’ campaign,” said Chloe Cardoza, Owner of Hummus Republic Fresno. “Our community depends on the generosity of blood donors, and we’re excited to show our gratitude by offering fresh, nourishing meals to those who step up to save lives. We look forward to celebrating donors at the Pita Party and throughout the entire campaign.”

In addition, donors who give blood at any CCBC donor center will receive a free pair of “These Socks Save Lives” socks, a donor-favorite item that proudly highlights the lifesaving impact of blood donation. Socks are available at donor centers while supplies last.

Winter months often bring lower donation levels due to holiday schedules, seasonal illnesses, and weather challenges, yet the need for blood never stops. Hospitals throughout Central California rely on CCBC to provide a steady, safe supply of blood for trauma patients, surgeries, cancer treatments, premature infants, and many others in urgent need.

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.

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