

NEWS RELEASE

Central California Blood Center

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



Clovis Rodeo Association

Danielle Parra
Vista Consulting
Cell: 559.360.9229
danielle@vistaconsultinginc.com



April 15, 2026

Central California Blood Center Hosts 25th Annual Blood Drive at the 2026 Clovis Rodeo

Fresno, CA — The Central California Blood Center is proud to celebrate a milestone year, hosting the 25th Annual Rodeo Blood Drive in partnership with the Clovis Rodeo Association. For a quarter of a century, this beloved community tradition has helped ensure a strong and stable blood supply for patients across the Valley.

This year's blood drive will take place Monday, April 20 and Tuesday, April 21, 2026, from 6:00 a.m. to 6:00 p.m. at the Clovis Rodeo Hall. As local hospitals continue to rely on consistent donations, Valley residents and rodeo fans are encouraged to roll up their sleeves and give the gift of life.

"We are honored to mark 25 years of partnership with the Clovis Rodeo Association," said Christine Hayes, President and CEO of the Central California Blood Center. "This event represents the heart of our community — neighbors helping neighbors. Every donation made during the Rodeo Blood Drive stays local and supports patients right here in the Central Valley."

In celebration of the 25th anniversary, the event will feature a raffle for FREE rodeo tickets every hour, giving donors even more reason to participate and join the fun. Donors will also receive a limited-edition 2026 Clovis Rodeo Blood Drive T-shirt, while supplies last.

The Central California Blood Center also extends sincere thanks to its generous food sponsors, including DiCiccio's Italian Restaurant, Raising Cane's, Bimbo Bakery, Texas Roadhouse, Bobby Salazar's, Uncle Harry's, and many others, whose support helps create a welcoming and rewarding experience for donors.

"The Clovis Rodeo has always been rooted in community spirit," said Danny Swenson, President of the Clovis Rodeo Association. "Reaching 25 years of hosting this blood drive is a testament to what we can accomplish together. We encourage everyone to come out, donate, and be part of this special milestone year."

EVENT DETAILS

Dates: Monday, April 20 and Tuesday, April 21, 2026

Time: 6:00 a.m. – 6:00 p.m. (both days)

Location: Clovis Rodeo Hall, 748 Rodeo Dr., Clovis, CA 93612

Sign Up: Appointments can be scheduled online. Walk-ins are welcome.

For more information about donating blood or to schedule an appointment, visit 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.

About the Clovis Rodeo Association

The all-volunteer, not-for-profit Clovis Rodeo Association (CRA) has 700 members. The Clovis Rodeo had more than 50,000 fans visit over its five-day run in 2023 and an economic impact of over \$30 million. An excess of \$400,000 in proceeds from the Clovis Rodeo and related events coordinated by CRA members benefit local charities annually, including 4-H, FFA, Clovis Schools, Clovis Police Department, California High School Rodeo Foundation, Fresno State Rodeo Team, Fresno State Veterans Education Program, Make-A-Wish Foundation, Break the Barriers, Boy Scouts of America, Clovis Community Hospital, Valley Children's Healthcare Foundation, Central California Honor Flight and the Central California Blood Center. Visit clovisrodeo.com to learn more

###