

NEWS RELEASE

Central California Blood Center

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

*Donate Blood and Support Local First Responders in a Friendly Community
Competition*

Fresno, CA — The Central California Blood Center is excited to announce the return of its annual North Valley Battle of the Badges blood drive, taking place June 1 through June 30, 2026, at all donor centers and participating mobile blood drives. This annual community campaign brings together badge-holding agencies — including law enforcement, fire departments, EMS personnel, corrections officers, and other public safety teams — in a spirited effort to help strengthen the local blood supply and save lives across the Valley.

“Battle of the Badges is a powerful reminder of what can happen when our community comes together for a common cause,” said Christine Hayes, CEO of the Central California Blood Center. “Our first responders dedicate their lives to protecting others every day, and through this campaign they continue that mission by helping ensure lifesaving blood is available for patients in need. We are honored to partner with these agencies and grateful for the incredible support they inspire throughout our community.”

Community members can support their favorite agency by donating blood and selecting the department they would like to credit at the time of donation. The competition includes participating law enforcement agencies from Reedley to Chowchilla, uniting communities across the region in a shared effort to save lives. Every donation helps strengthen the local blood supply while earning points for each agency in this friendly community challenge.

As a thank-you for supporting local heroes and helping save lives, donors will receive exclusive Battle of the Badges t-shirts while supplies last at select mobile blood drives.

The Central California Blood Center invites the entire community to take part in this year's North Valley Battle of the Badges campaign. One blood donation can help save three lives, and every donor plays an important role in supporting patients and families throughout Central California.

To schedule an appointment at CCBC donor centers or local law enforcement agencies (between Reedley and Chowchilla), visit www.donateblood.org/blood-donation-locator/

Members of the media are invited to attend the official kickoff lunch event featuring representatives from participating law enforcement agencies and community partners.

For Media Only:

North Valley Battle of the Badges Kickoff Lunch

Thursday, May 28, 2026, 12:00 PM

Jenny Eller Donor Center

4343 W. Herndon Ave

Fresno, CA 93722

Note: Chief Mindy Casto and North Valley badge-holding agencies will be in attendance.

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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