

NEWS RELEASE

Central California Blood Center

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Central California Blood Center Launches 39th Annual Pint for a Pint Blood Drive July 1–September 7

Donate Blood, Save Lives, and Enjoy Free Ice Cream and Cookies

Fresno, CA — The Central California Blood Center is proud to announce the return of its 39th Annual Pint for a Pint Blood Drive, taking place July 1 through September 7, 2026.

Community members are invited to roll up their sleeves and help save lives during one of the region’s most anticipated summer blood donation campaigns. As a thank-you for their lifesaving donation, all donors will receive a free pint of Umpqua Ice Cream and a chocolate chip cookie from The Brownie Baker. Donors will also receive a commemorative Pint for a Pint T-shirt while supplies last at donor centers.

Campaign Details

What: 39th Annual Pint for a Pint Blood Drive

When: July 1–September 7, 2026

Who: Central California Blood Center, Umpqua Dairy, and The Brownie Baker

Donor Incentives: A free pint of Umpqua Ice Cream (or a voucher redeemable at any CCBC donor center), a complimentary cookie from The Brownie Baker, and a commemorative Pint for a Pint T-shirt while supplies last

Why: One blood donation can help save up to three lives

This year’s campaign continues its partnership with Umpqua Dairy, a locally owned company operated by Shehadey Family Farms—the same family that owns Producers Dairy—as well as The Brownie Baker. Together, these local businesses are helping raise awareness of the ongoing need for blood donations throughout Central California while rewarding donors for making a lifesaving difference.

“For 39 years, Pint for a Pint has brought our community together to help save lives,” said Christine Hayes, president and CEO of the Central California Blood Center.

“Whether you're a first-time donor or a longtime supporter, your donation can provide hope and healing to local patients when they need it most. We invite everyone to join us this summer, enjoy a sweet treat, and make a meaningful impact right here in Central California.”

To meet the needs of local hospitals and patients, Central California Blood Center must collect 5,000-6,000 units of blood each month. Blood donations are critical for trauma victims, cancer patients, surgical procedures, and individuals living with chronic illnesses.

For more information about donating blood 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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