

MEDIA ALERT – URGENT

Central California Blood Center

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Central California Blood Center Urgently Seeks O-Negative Blood Donors

*Less Than One-Day Supply Remains; O-Negative Blood Critical for Emergency
Care and NICU Babies*

Fresno, CA — The Central California Blood Center is issuing an urgent appeal for O-negative blood donors as supplies have dropped to less than a one-day inventory, creating a critical need across the region.

O-negative blood is the universal blood type and is often used in life-threatening emergencies when there is no time to determine a patient's blood type. It is essential for trauma patients, emergency surgeries, and vulnerable newborns in Neonatal Intensive Care Units (NICUs).

Without immediate donations, hospitals may face challenges maintaining adequate supplies for emergency care and critically ill infants.

WHO:

Central California Blood Center

WHAT:

Urgent call for O-negative blood donors due to critically low inventory levels.

WHY:

- O-negative blood supply has fallen to less than one day.
- O-negative is the universal donor blood type used in emergencies.
- Critical for trauma patients, emergency medical care, and NICU babies.
- Immediate donations are needed to help ensure local hospitals have lifesaving blood available when patients need it most.

WHEN:

Donors are encouraged to donate as soon as possible.

WHERE:

Any Central California Blood Center donor center or mobile blood drive.

For locations, hours, and appointments, visit donateblood.org or call 559-389-5433.

PROMOTIONS:

- Donate by June 17 for a chance to win 5 indoor go-cart racing passes at K1 Speed in Clovis.
- Donate and receive a voucher for free admission to any APCAL Rock'n Ranch event in Madera.
- Donate for a chance to win tickets to Fresno Grizzlies games and events this summer.

QUOTE:

"Our O-negative blood inventory has reached a critical level, with less than a one-day supply remaining," said Christine Hayes, President and CEO of Central California Blood Center. "This blood type is vital for emergency situations and for babies receiving care in NICUs. We urgently need eligible O-negative donors to donate now to help ensure hospitals can continue providing lifesaving care. Every donation can make an immediate difference for patients throughout Central California."

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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