Link to San Diego Blood Bank b-roll can be found here

Link to Tree San Diego assets can be found here

BLOOD DONATIONS HELP SAVE LIVES AND ENVIRONMENT IN NOVEMBER
Tree of Life Campaign Aims at Recruiting New Blood Donors

SAN DIEGO (November 1, 2022) San Diego Blood Bank (SDBB) is offering blood donors a way to double their impact in our community this month by making a lifesaving investment in both people and the environment.

Starting November 1, 2022, new blood donors who register at check-in noting group code "TREE" will help save lives through blood donation and help the environment thanks to SDBB's partnership with Tree San Diego and Forestmatic to plant two trees – one in San Diego and one in Uganda.

"By donating to the San Diego Blood Bank, you make a life-saving investment in both people and the environment:" said Claudine Van Gonka, Director of Community Relations & Media. "This is a great way for people to double their impact as we head into the holiday season."

"By donating this valuable resource to the San Diego Blood Bank, our community members make a life-saving investment in both people and the environment" said Elektra Fike-Data, Director, Tree San Diego. "We can't think of a better symbiotic relationship than working together to make a lasting, local impact through this partnership."

To be eligible to donate blood you must be at least 17 years old, weigh at least 114 pounds, and be in general good health. Eligible blood donors are encouraged to schedule an appointment at SanDiegoBloodBank.org or calling 619-400-8251.

About the San Diego Blood Bank
San Diego Blood Bank (SDBB) is a 501(c)(3) nonprofit organization also operating as Southern California Blood Bank. The Blood Bank serves hospitals throughout Southern California with more than 150,000 units of blood each year. San Diego Blood Bank's mission is to connect diverse communities to save and improve lives through blood and biotherapies. Dedicated to advancing health and wellness through medical innovation, SDBB has provided an essential service since 1950. San Diego Blood Bank currently operates nine fixed-site donation locations and 10 bloodmobiles, with blood drives running daily. For more information about SDBB, visit www.SanDiegoBloodBank.org and follow on Facebook, Instagram, Twitter, and Linkedin.

About Tree San Diego
Tree San Diego is a 501c3 nonprofit dedicated to increasing the quality and density of San Diego's urban forest. We collaborate with local and state government agencies, nonprofits, Native tribes, community organizations and businesses to plant the right trees in the right places

with the right care. We are committed to San Diego County's urban forest for the benefit of people, the environment, and the future.

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