



## **MEDIA EVENT ADVISORY - FRIDAY, OCTOBER 21, 2022**

### **MEDIA CONTACT (not for publication or broadcast):**

#### **San Diego Blood Bank**

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### **CUSHMAN FOUNDATION PRESENTS LEAD GIFT FOR NEW BLOODMOBILE CAMPAIGN**

*Foundation Members to Present San Diego Blood Bank with Check for \$50K*

**WHAT:** The Cushman Foundation will present a check for \$50,000 to San Diego Blood Bank, which will serve as the lead gift for the blood bank's new bloodmobile campaign.

**WHEN:** Friday, October 21, 2022, 11:30 a.m.

**WHERE:** San Diego Blood Bank Headquarters, 3636 Gateway Center Avenue, Suite 100, San Diego, CA 92102

**NOTES:** This \$50K gift is the Cushman Foundation's largest in their 25-year giving history to San Diego Blood Bank. This is a lead gift in the new bloodmobile campaign and will support SDBB's mobile blood collection program.

SDBB hosts over 1,600 mobile blood drives annually in partnership with the community. Bloodmobiles make it possible for SDBB to meet blood donors in their communities, who in turn, help build our robust blood supply for patients in need. Bloodmobiles make it possible for donors who have time constraints or lack of transportation to equally participate in this altruistic act.

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