



FOR IMMEDIATE RELEASE

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Link to San Diego Blood Bank b-roll [can be found here](#)

BROKEN YOLK CAFE HELPS KEEP LOCAL BLOOD SUPPLY STABLE DURING HOLIDAY SEASON

Voucher For Free Entrée for All Blood Donors 11/20 – 12/10

SAN DIEGO (November 20, 2023) San Diego Blood Bank and Broken Yolk Cafe are partnering to help keep our community's blood supply at safe levels as we head into the holiday season. During the holidays, the local blood supply typically drops to low levels due to schools being out of session and seasonal illnesses like the flu.

Starting today and through December 10, anyone who donates blood at a San Diego Blood Bank donor center or mobile blood drive will receive a voucher for a free entrée at Broken Yolk Cafe (up to \$18 value) while supplies last. Broken Yolk Cafe will also be hosting blood drives at many of their San Diego and Orange County locations during this time.

This is the seventh year that San Diego Blood Bank and Broken Yolk Cafe have partnered during the holidays to encourage blood donation in our community. Since 2017, the Broken Yolk Cafe's sponsored blood drives, and promotions have collected 39,311 lifesaving units of blood, equating to nearly 18,000 Southern California hospital patient lives saved.

To be eligible to donate blood you must be at least 17 years old, weigh at least 110 pounds, and be in general good health. Eligible blood donors are encouraged to schedule an appointment at sandiegobloodbank.org/brokenyolk or by calling 619-400-8251.

About 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 Broken Yolk

Founded in 1979 in sunny California, where surfers rise early to catch the morning break, Broken Yolk was one of the first full-service restaurants to find success in breakfast and lunch—no dinner required. Reclaiming brunch from the special occasion category and making it a meal for every day, we are pioneers in a segment that continues to grow in popularity. Broken Yolk is more than just a place to eat; it's a gathering spot for friends, families, and communities. Our cafes are designed to be comfortable and inviting, providing a relaxed atmosphere where

conversations flow, and memories are made. We're proud to be a part of your mornings, whether it's a casual weekday breakfast or a leisurely weekend brunch.

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