



**MEDIA ADVISORY  
MONDAY, SEPTEMBER 18 – TUESDAY, SEPTEMBER 19, 2023**

**MEDIA CONTACTS (not for publication or broadcast):**

**San Diego Blood Bank**

Claudine Van Gonka/Director, Community Relations & Media  
C: (619) 455-7785, [cvangonka@sandiegobloodbank.org](mailto:cvangonka@sandiegobloodbank.org)

**MESA Foundation**

Lindsay Means/LaChica Sports & Entertainment Group  
C: (760) 473-5932, [lindsay@lcsegroup.com](mailto:lindsay@lcsegroup.com)

**MESA FOUNDATION ENCOURAGES DIVERSE BLOOD DONORS AT  
CAMPUS BLOOD DRIVE**

*Drive coincides with Sickle Cell Awareness Month*

**WHAT:** San Diego Blood Bank is hosting a blood drive in coordination with the MESA Foundation and the San Diego State University men's basketball players, who are encouraging African Americans to donate blood during Sickle Cell Awareness Month. MESA Foundation is the first ever student-athlete Name, Image, and Likeness (NIL) program aimed to raise awareness for causes in San Diego by partnering local charities with SDSU student athletes.

The majority of people living with Sickle Cell Disorder are of African descent, and one in three Black donors is a match for a sickle cell patient who may require blood. Blood from donors who share a recipient's blood type AND ethnic origin provide the best care for patients in need.

**WHEN:** Monday, September 18 and Tuesday, September 19, 2023, 10:30 a.m. - 4 p.m.

**WHERE:** San Diego State University (bloodmobile will be parked on Aztec Walk)

**WHO:** Monday, September 18:

- **10:30-11:00am** - Cade Alger, Lamont Butler
- **11:00-11:30am** - Miles Byrd, Reese Waters
- **11:30am-12:00pm** - Jaedon LeDee, Elijah Saunders
- **3:00-3:30pm** - Demarshay Johnson Jr., Cam Lawin

Tuesday, September 19:

- **10:30-11:00am** - BJ Davis, Magoon Gwath
- **11:00-11:30am** - Miles Heide, Micah Parrish
- **11:30am-12:00pm** - Jay Pal, Darrion Trammel

**NOTES:** Sickle Cell Disease, the most common hereditary disorder in the United States, is a severe blood disease that occurs when abnormal, sickle-shaped red blood cells block regular blood flow, causing a patient to experience excruciating pain. SCD typically leads to Sickle cell anemia which often leads to other chronic health conditions affecting the heart, liver, and kidneys, and creates a higher risk for stroke. Although there is no cure, blood transfusions and blood exchanges help relieve the pain a patient is experiencing by providing healthy red blood cells that deliver oxygen throughout the body more freely.

San Diego Blood Bank's [Precision Blood™ program](#) is one way San Diego Blood Bank is helping by providing better-matched blood for sickle cell patients.

This drive is sponsored by [MESA Foundation](#) and [Lantana Consulting Group](#).

Appointments will be honored first, walk-ins welcome. Visit

[SanDiegoBloodBank.org/donate](http://SanDiegoBloodBank.org/donate) or call 619-400-8251.

### **About MESA Foundation**

[MESA](#) (Mentoring and Empowering Student Athletes) Foundation, is a non-profit organization that focuses on building relationships between Aztec student-athletes and the San Diego community through Name, Image, and Likeness activities. MESA is a third party not affiliated with San Diego State University.

###