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PACIFIC launches #DonateASelfie campaign for San Diego Blood Bank *PACIFIC takes on San Diego Blood Bank as a pro bono client to support the local community*

SAN DIEGO (Sept. 7, 2018) – This week, [PACIFIC Digital Group](#), the Discovery Agency, and the San Diego Blood Bank (SDBB) launched a campaign to drive awareness and increase blood donations from millennial San Diegans. Pacific is providing their services to the San Diego Blood Bank pro bono to help boost blood donations at a critical time of year.

Currently, only 22% of blood collected comes from donors between the ages of 21 and 35. We recognize a critical opportunity to engage a younger donor base.

#DonateASelfie is inspired by millennials' love of social media selfies. Playing off the action required to take a selfie, the campaign asks San Diegans to extend their arm for something beyond themselves. Donations collected by SDBB supply local hospitals with life-saving support for San Diegans and others in need.

Visit SanDiegoBloodBank.org/donateaselfie to learn about donation needs and requirements.

"We are so grateful to PACIFIC for their support, and with the awareness raised from this we can continue to provide critical services to our neighbors in need," said David Wellis, PhD, CEO of San Diego Blood Bank.

PACIFIC supplied campaign ideation and execution which included SEO, graphic design, content, social media advertising, paid media, and public relations efforts to SDBB at no cost. "Giving back to our community is a big part of PACIFIC's core business principles," said Norman Brauns, CEO and founder of PACIFIC. "Supporting organizations that promote causes we believe in is truly rewarding."

PACIFIC has a history of providing pro bono marketing services to non-profits. In the past, the agency provided strategic marketing services to Water.org, which promotes access to safe water and sanitation around the world.

About San Diego Blood Bank:

SDBB is dedicated to community health by providing a reliable supply of blood to patients in need. Our vision is to further ensure the health of our community by simultaneously delivering related health and wellness education and services and extending into research. SDBB is an independent, 501(c)(3) non-profit that serves hospitals in San Diego, Orange, Imperial and Los Angeles counties with blood transfusion products and reference laboratory services. SDBB

currently operates six local donor centers and 10 bloodmobiles. SDBB's Cell Therapy Program provides lifesaving stem cell transplants to patients worldwide. 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. For more information about SDBB, visit www.sandiegobloodbank.org or connect with us on [Facebook](#) and [Twitter](#).

About PACIFIC:

We are obsessive pattern-seekers and optimizers. Using proprietary tools, we discover deep insights to craft and execute connected marketing strategies that inspire our clients' ideal customers to enter and move through the consumer journey at a continuously improving ROI. PACIFIC, with offices around the globe, works with some of the most ambitious brands in the world, such as Expedia, Travelocity, Jacuzzi, and Cubesmart. For more information, visit www.meetpacific.com.

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