



ROTARY CALL TO ACTION



Fellow Rotarians, there is a critical need for blood!
If you are an existing donor you may call MARY directly for a convenient appointment (559)389-5442
If you are a first time donor feel free to walk-in to the
Visalia location 2245 W. Caldwell Avenue

FOR IMMEDIATE RELEASE:
March 13, 2020

HOW THE CORONAVIRUS IS AFFECTING LOCAL BLOOD SUPPLY

FRESNO, CA- The Central California Blood Center (CCBC) and the Fresno County Department of Public Health (FCDPH) are working together to urge healthy individuals to please continue to come in to donate blood. As concerns surrounding COVID-19 also known as Novel Coronavirus increase, **it is critical to remember that donating blood is safe.** Failure to collect enough blood as we continue to navigate the complexities of the virus' outbreak, could result in a critical blood shortage with great threat to the vitality and wellbeing of our community.

The Central California Blood Center is adhering to all US Center for Disease Control (CDC) measures to ensure the safety and adequacy of our Valley's blood. They will continue to follow the latest CDC precautions while monitoring CDC and Fresno County Department of Public Health reports daily.

Blood transfusions will continue to be needed. CCBC needs people to continue to donate blood, platelets and plasma as long as:

- They are well and healthy.
- Have not traveled to Asia or Europe in the last 28 days.

News and advisories from the CDC are evolving and changing every day, we are working closely with the local public health department (FCDPH) for updates, and will continue to provide Central Valley residents with timely updates surrounding this topic.

"Thank you for your continued commitment to saving lives and improving patient care by providing a safe and abundant blood supply for the patients and families in the communities we serve," says Christopher Staub, President and CEO of the Central California Blood Center .

Together, life flows from here. Please visit www.donateblood.org for a list of donor centers and mobile drives near you.

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