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**SAN DIEGO BLOOD BANK AND COUNTY OF SAN DIEGO ANNOUNCE
PARTNERSHIP AIMED AT ELIMINATING LOCAL BLOOD SHORTAGES**

New Program Invites Local Organizations to Become Community Guardians

SAN DIEGO (December 6, 2022) San Diego Blood Bank, in partnership with the County of San Diego in support of the Live Well San Diego vision, will announce a new Community Guardians Program aimed at bringing local businesses and organizations together to protect our region’s blood supply and eliminate local blood shortages. The announcement will be made at a panel presentation at the annual [Live Well Advance Conference & School Summit](#) taking place at the San Diego Convention Center tomorrow.

This program enables local organizations, regardless of size, the opportunity to be “guardians” of our local blood supply by hosting blood drives, making financial donations, and/or amplifying messaging to their audiences and digital networks. A pilot of the program involving a number of Live Well San Diego partners was executed earlier this year. Learnings from the pilot program helped create what is now a full-fledged community outreach program.

“Community Guardians make a collective impact, helping us to reach a more diverse population” said San Diego Blood Bank CEO Doug Morton. “Guardians don’t just help when there is an emergency or when supply is low, they generate donations throughout the year so we can keep our shelves stocked and avoid local shortages.”

Organizations interested in becoming Community Guardians can visit SanDiegoBloodBank.org/Community-Guardians or call 619-455-7785.

About the 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](#).

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