



MEDIA ADVISORY
WEDNESDAY, JULY 24 - SUNDAY, JULY 28, 2024

MEDIA CONTACT (not for publication or broadcast):

San Diego Blood Bank

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**COMIC-CON INTERNATIONAL TO SAVE LIVES DURING
48th ROBERT A. HEINLEIN BLOOD DRIVE**

5-Day Blood Drive Collects Thousands of Pints for Summer Needs

WHAT: Comic-Con's Robert A. Heinlein Blood Drive, San Diego Blood Bank's largest and longest-running blood drive, returns for its 48th year. This year's theme, inspired by the upcoming Deadpool and Wolverine movie release, invites Comic-Con attendees to unleash their inner heroes and make a lifesaving impact.

WHEN: Wednesday, July 24 – Saturday, July 27, 9 a.m. – 6 p.m., Sunday, July 28, 9 a.m. – 3:30 p.m.

WHERE: Manchester Grand Hyatt, 1 Market Place, San Diego, CA 92101 (4th floor, Coronado Ballroom)

NOTES: [B-roll from 2023 available here](#)

All donors will receive a limited-edition Marvel Deadpool & Wolverine T-shirt (while supplies last, sizes subject to availability).

The goal is to break the record of collecting over 3,000 pints over the 5-day period - a goal that underscores the power of community and the spirit of Comic-Con.

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. Appointments will be honored first, walk-ins are welcome. Photo ID required; no Comic-Con badge required.

Appointments are available at SanDiegoBloodBank.org/Comic-Con.

Since 1977, the Robert A. Heinlein Blood Drive at Comic-Con has been an important part of the San Diego convention. In its long history, a total of 77,573 pints of blood have been donated by Comic-Con attendees, exhibitors, professionals, volunteers, and staff, potentially impacting more than 232,000 lives over the course of the last 47 years.

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