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Link to partnership video [can be found here](#)

Link to San Diego Blood Bank b-roll [can be found here](#)

SAN DIEGO BLOOD BANK AND SEAWORLD SAN DIEGO PARTNERSHIP RESULTS IN OVER 17,000 PINTS OF BLOOD FOR LOCAL PATIENTS IN NEED

San Diego Blood Bank and SeaWorld San Diego announce results of fall collaboration

SAN DIEGO (November 27, 2024) San Diego Blood Bank and SeaWorld San Diego are proud to announce the results of their collaboration in encouraging blood donation this fall with a goal of saving up to 30,000 lives in our community.

In an effort to attract new blood donors to San Diego Blood Bank, throughout the month of September donors were gifted with a ticket to SeaWorld San Diego's Howl-O-Scream, San Diego's largest nighttime Halloween event. SeaWorld's generous in-kind donation of 12,000 Howl-O-Scream tickets was valued at over \$1 million, making it the largest in-kind donation San Diego Blood Bank has ever received.

Through this collaboration, in the month of September 2024, over 11,000 blood donors - including more than 2,000 first time donors - donated over 17,000 pints of blood products, equating to more than 34,000 lives saved, strengthening the health infrastructure of San Diego.

“Thanks in part to the extreme generosity of SeaWorld San Diego, we beat our goal of collecting 10,000 pints of blood in September” said San Diego Blood Bank CEO, Doug Morton. “This blood has made a major impact, saving and improving the quality of life for hospital patients across Southern California.”

“We are incredibly grateful to the thousands of blood donors who stepped up this fall, and we’re honored to have been part of this life-saving effort with the San Diego Blood Bank,” said Tyler Carter, SeaWorld San Diego Park President. “Thanks to their generosity, we’ve helped make a meaningful difference in our community, and we’re proud to have provided an exciting incentive in the form of Howl-O-Scream. It was a thrilling way to show our appreciation for their contribution to saving lives.”

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. A list of the blood drives, which will take place throughout San Diego and Orange County, along with links to appointments can be found at SanDiegoBloodBank.org/seaworld. Walk-ins are welcome.

About the San Diego Blood Bank

San Diego Blood Bank is a 501(c)(3) nonprofit organization also operating as Southern California Blood Bank, serving hospitals throughout Southern California. San Diego Blood Bank 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 collaborate with various partners in medical research. San Diego Blood Bank currently operates ten fixed site donation locations and 10 bloodmobiles. For more information about SDDB, visit SanDiegoBloodBank.org or connect with us on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#).

About SeaWorld San Diego

SeaWorld is a leading marine life theme park and accredited zoo and aquarium that provides experiences that matter while educating and inspiring guests of all ages to care about marine life. Welcoming millions of guests every year, the parks offer fun and enriching experiences from up-close animal encounters and year-round educational programs to award-winning marine-life themed rides and attractions, special events and exciting entertainment. For more than 60 years SeaWorld has advanced the conservation of marine life in and outside its parks through science, education, and exceptional animal care that is Humane Certified by American Humane and accredited by the Alliance of Marine Mammal Parks and Aquariums and the Association of Zoos and Aquariums. SeaWorld is one of the largest marine animal rescue organizations in the world, helping more than 40,000 animals to date. The SeaWorld Conservation Fund, a non-profit foundation established in 2003, has provided more than \$20 million to nearly 1,400 organizations to advance critical research on every continent. A portion of park proceeds goes toward supporting these longstanding conservation commitments. SeaWorld parks are in Orlando, San Antonio, San Diego and Abu Dhabi, United Arab Emirates (UAE). SeaWorld is part of the SeaWorld Entertainment (NYSE: SEAS) portfolio of theme park brands. For more information, visit us at SeaWorld.com.

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