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(DO NOT RELEASE ABOVE CONTACT INFORMATION TO THE PUBLIC)

### MEDIA ADVISORY – WED., JAN. 15, 2025 – CLAIREMONT

#### San Diego Blood Bank Begins 75th Anniversary with a New Blood Donation Site in Clairemont

*January is also National Blood Donor Month, a crucial time  
to maintain a steady blood supply for our region*

#### WHAT:

- San Diego Blood Bank will begin its 75th anniversary celebration with the opening of a new blood donation location in the Clairemont Mesa neighborhood of San Diego, which also coincides with January's National Blood Donor Month.
- ***With the addition of this site, there is now a San Diego Blood Bank blood donation location anywhere in San Diego within a 10-minute drive.***
- The residents and business owners of San Diego's Clairemont Mesa neighborhood have long supported the San Diego Blood Bank – hosting bloodmobiles at various businesses, churches, and schools for several decades showing the positive impact that Clairemont residents want to have in supporting and saving lives.
- San Diego Blood Bank opens a permanent location in the Clairemont Town Square shopping center, making this the nonprofit's 10th blood donation location. ***This is one of the largest sites operated by San Diego Blood Bank.***
- San Diego Blood Bank is a homegrown community nonprofit, founded in 1950 on the need for San Diego to have a central organization to collect and supply blood for local hospitals. The official opening of this new permanent location expands the nonprofit's reach to diverse communities of various ethnic backgrounds, enabling improved blood matches for patients in San Diego and Southern California, and fulfilling their vision of making blood donation accessible to everyone in San Diego.
- ***A full news release is available here: [LINK](#).***

**WHERE:** Clairemont Town Square Shopping Center, 3998 Clairemont Mesa Blvd., Suite A (near Ross Dress For Less). [MAP LINK](#).

**WHEN: Wednesday, Jan. 15, 2025 from 8:30 a.m. to 9:45 a.m.**

- 8:30 a.m.-9:15 a.m. - Remarks and ribbon cutting
- 9:15 a.m.-9:45 a.m. - Tours begin, interviews available

**\* Media Instructions for on-site coverage:**

- All media are requested to please arrive at the event by 8:30 a.m. to be in place in time to cover the opening presentation and ceremonial ribbon cutting, for tours, and to coordinate interviews with San Diego Blood Bank officials and patients.
- There is plenty of free parking in the shopping center parking lot.
- Please connect with Geneva Gámez when you arrive on-site. She will assist you with interviews as needed. You can reach Geneva at (619) 939-6084.

**INTERVIEWS/VISUALS:**

- Douglas Morton, CEO, San Diego Blood Bank
- Mercedes Eldridge is a leukemia survivor and a Clairemont local. She is alive today thanks to the generosity of blood and marrow donors. She was diagnosed with leukemia at the age of 24 and required regular blood transfusions to keep her alive. Additionally, she was fortunate to receive a bone marrow transplant that ultimately saved her life.
- There will be brief remarks and a ribbon-cutting ceremony led by Morton, featuring Team Survivor blood donation recipients, San Diego Blood Bank staff, community health champions from Rady Children's Hospital, San Diego City Councilmember Dr. Jennifer Campbell, and a representative from CA State Assemblymember Chris Ward's office.
- Local Clairemont residents and community VIPs will be in attendance.

**ABOUT THE CLAIREMONT MESA LOCATION:**

- The 3,978 sq. ft. blood donation location is equipped to collect whole blood donations, double red cells, platelets, and plasma. The new facility features pre-appointment screening rooms, a canteen area where donors can enjoy refreshments after donating, an "[All of Us](#)" research room, a draw floor that can accommodate 8-10 donors at a time, a components room to pack blood for transport, and administrative offices.
- In the Welcome Area, there are artistic touches to reflect the community they serve. San Diego Blood Bank staff worked with the Clairemont Town Council to curate a collage of historical photos from local archives and to display in the center, to honor the neighborhood's history and community contributions. There is also a colorful mural painted by Hanna Daly, a San Diego-based mural artist known for her vibrant use of color and ability to adapt her style to diverse settings, adding local charm in neighborhoods across San Diego.
  - The mural is an abstract beach scene featuring a wave, palm trees, a vibrant San Diego sky, and diverse people enjoying local beach activities. **Prominently scripted with the phrases "Keep Life Flowing" and "Give**

***Blood, Save Lives," the artwork celebrates the spirit of San Diego while emphasizing the vital role of blood donation in enabling local patients to thrive.*** The bright, diverse imagery and Daly's signature colors reflect the community's diversity and the importance of matching blood donors to patients, as every donation is a lifeline that helps keep life flowing.

- The Clairemont Mesa blood donation facility is conveniently located for residents in the surrounding area to stop in during a lunch break, as they shop, or are on their way home and make a quick donation. Coincidentally, the Clairemont neighborhood also celebrates its 75th anniversary in 2025.
- Anyone who donates at this new location throughout National Blood Donor Month in January will receive an "I Save Lives in Clairemont" commemorative keychain.
- Visit [www.sandiegobloodbank.org](http://www.sandiegobloodbank.org) or call 619-400-8251 to make an appointment at the new Clairemont Mesa location.

#### **WHY IS THIS IMPORTANT:**

- One blood donation can save up to three lives.
- Blood donation is a unique act of giving that transcends ethnic background, political beliefs, or socioeconomic status – because anyone, from any walk of life, may one day need a lifesaving transfusion.
- Clairemont's rich diversity will help bring in blood donors from various ethnic backgrounds and age groups. Ethnic diversity in blood donation is important, especially in Southern California, where we have the largest diverse population in the country.

#### **ABOUT SAN DIEGO BLOOD BANK:**

San Diego Blood Bank is a 501(c)(3) nonprofit organization that operates as Southern California Blood Bank and serves 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 collaborating with various partners in medical research. San Diego Blood Bank currently operates ten fixed-site donation locations and a fleet of 10 bloodmobiles. For more information about SDBB, visit [sandiegobloodbank.org](http://sandiegobloodbank.org) or connect with us on [Facebook](#), [Instagram](#), [Twitter / X](#) and [LinkedIn](#).

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