



## **FOR IMMEDIATE RELEASE**

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[Link to Southern California Blood Bank b-roll here](#)

## **SOUTHERN CALIFORNIA BLOOD BANK AND HOAG CLASSIC PARTNER TO SAVE LIVES DURING CRITICAL BLOOD SHORTAGE**

*Blood donors receive complimentary ticket to the Hoag Classic*

**IRVINE (DATE 2025)** - Southern California Blood Bank is thrilled to announce a new partnership with the Hoag Classic, Orange County's only PGA TOUR Champions event, taking place from March 19th to 23<sup>rd</sup> at Newport Beach Country Club. This collaboration will leverage the reach of the tournament to raise awareness about the urgent need for blood donations in our community.

Anyone who donates blood at Southern California Blood Bank's donor center in the Irvine Business District in February during American Heart Month or at select blood drives from San Clemente to Los Angeles in February and March will receive a voucher\* for one complimentary, single-day ticket to the 2025 Hoag Classic (a \$40 value).

"We are so thankful to the Hoag Classic for their partnership and generous donation of tickets to the tournament" said Southern California Blood Bank CEO Douglas Morton. "These blood drives will introduce us to new donors and help collect many pints of blood at a very critical time."

"Giving back to our community is at the heart of what the Hoag Classic is all about," said Scott Easton, executive director of the Hoag Classic. "By donating blood, you'll receive a ticket to enjoy this year's highly anticipated Hoag Classic, while also making a significant impact on someone's life."

Proceeds from the PGA TOUR Champions Tournament benefit Orange County's Hoag who regularly receives blood products from Southern California Blood Bank for its patients.

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. For more information and to schedule an appointment visit [scbloodbank.org/hoagclassic](http://scbloodbank.org/hoagclassic) or call 844-380-5220. If you are unable to donate blood, we encourage you to consider a financial donation to Southern California Blood Bank.

*\*Hoag Classic ticket vouchers must be redeemed online to receive complimentary, single-day tournament ticket (\$40 value). Available while supplies last. Donor incentives have no cash value, not for resale.*

### **About Southern California Blood Bank**

Southern California Blood Bank is a division of San Diego Blood Bank, an independent, 501(c)(3) nonprofit blood bank that serves hospitals in San Diego, Orange, and Los Angeles

counties. The Blood Bank serves hospitals throughout Southern California with more than 150,000 units of blood each year. The 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, the Blood Bank has provided an essential service since 1950. Southern California Blood bank currently operates a fixed-site donation location in Irvine and serves the area with blood drives.

### **About Hoag Classic**

For one week each year, the international spotlight shines brightly on Orange County's only official PGA TOUR Champions event. Hosted at Newport Beach Country Club, the Hoag Classic showcases golf legends such as Fred Couples, Retief Goosen, Ernie Els, Jim Furyk and Steve Stricker as they compete with more than 70 other PGA TOUR legends for the title. As one of the largest philanthropic events in PGA TOUR Champions history, the Hoag Classic has raised over \$25 million in total proceeds for Hoag's program and services, as well as other local educational and military charities. For more information visit [www.HoagClassic.com](http://www.HoagClassic.com).

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