



MEDIA ADVISORY – THURSDAY, FEBRUARY 26, 2026

MEDIA CONTACT (not for publication or broadcast):

San Diego Blood Bank

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SAN DIEGO BLOOD BANK UNVEILS NEW LIFESAVING BLOODMOBILE *State-of-the-Art Vehicle Expected to Help Save Up To 21,000 Lives Each Year*

WHAT: Ribbon cutting ceremony and first look inside San Diego Blood Bank's newest bloodmobile.

WHEN: Thursday, February 26, 2026, 9:30 a.m.

WHERE: Scripps Research Institute, 3300 N Torrey Pines Rd., San Diego CA 92037.

NOTES: This new bloodmobile is expected to collect more than 7,000 donations annually. Since each blood donation could save up to three lives, this new bloodmobile could potentially save up to 21,000 lives each year. Since a bloodmobile life span is approximately 15 years, these buses could potentially help save hundreds of thousands of lives in our community and beyond.

VISUALS & STORY OPPORTUNITIES:

- Ribbon-cutting with oversized ceremonial scissors
- Interior tour of the new bloodmobile
- Interviews with blood bank leadership, blood transfusion recipient, and funders

SPEAKERS INCLUDE:

- Douglas Morton, CEO, San Diego Blood Bank
- Cheryl Castro-Lector, Sr. Director of Development
- Ashely Hauser, blood transfusion recipient

Blood donation appointments are encouraged and available at [SanDiegoBloodBank.org](https://www.sandiegobloodbank.org)

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