



MEDIA ADVISORY
WEDNESDAY, JULY 22 - SUNDAY, JULY 26, 2026

MEDIA CONTACT (not for publication or broadcast):

San Diego Blood Bank

Claudine Van Gonka/Director, Community Relations & Media

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COMIC-CON INTERNATIONAL AND SAN DIEGO BLOOD BANK HOST 50TH
ROBERT A. HEINLEIN BLOOD DRIVE

Donors gifted with limited-edition Marvel ® Spider-Man ® T-shirt

WHAT: Comic-Con's Robert A. Heinlein Blood Drive, San Diego Blood Bank's largest and longest-running blood drive, returns. This year's theme, inspired by the upcoming Spider-Man: Brand New Day movie release, invites Comic-Con attendees and members of the community to unleash their inner heroes and make a lifesaving impact.

All donors will receive a limited-edition Marvel® Spider-Man® T-shirt and other goodies while sizes and supplies last.

WHEN: Wednesday, July 22 – Saturday, July 25, 9 a.m. – 6 p.m. and Sunday, July 26 from 9 a.m. – 3:30 p.m.

WHERE: Manchester Grand Hyatt, 1 Market Place, San Diego, CA 92101 (First floor in Grand Hall A).

NOTES: [Photos and video footage from last year's event can be found here.](#)

Media Interviews:

Interviews with San Diego Blood Bank CEO **Douglas Morton**, Director of Community Relations & Media **Claudine Van Gonka**, and **blood transfusion recipients** are available by advance request.

The goal is to collect 3,500 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 with Date of Birth required; no Comic-Con badge required. Get more information and book your appointment 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, 108,420 pints of blood have been

donated by Comic-Con attendees, exhibitors, professionals, volunteers, and staff, potentially impacting more than 325,000 lives over the course of the last 49 years.

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