



American Red Cross

Southern California
Blood Services Region

Regional Headquarters

100 Red Cross Circle
Pomona, CA 91768

Media Contact:

Nick Samaniego

(909) 859-7368 office

(909) 374-0376 cell

Calendar Announcement

January 2, 2013

For immediate release

RED CROSS AND REDONDO BEACH POLICE DEPARTMENT CALL FOR BLOOD DONATIONS

WHAT:

The Redondo Beach Police Department is partnering with the Red Cross in the Battle of the Badges campaign. The Battle of the Badges is an opportunity for all badge carrying personnel, along with their friends and family to positively impact our community to see who can donate the most blood and ultimately help save the most lives

WHEN and WHERE:

Thursday, January 24, 2013, 7:00am – 7:00pm

Bloodmobile in front of Police Station

401 Diamond St., Redondo Beach, CA 90277

WHY:

Blood supplies typically fall to critically low levels during the winter months. We can have a substantial impact on the availability of blood for accident victims, cancer patients, premature babies and burn patients. Our goal for the 7th Annual Battle of the Badges Blood Drive is to have at least 5,500 badge carrying personnel donate blood.

ACTION:

To make your life-saving appointment, please visit www.redcrossblood.org and enter sponsor code **BADGE**, or contact **Officer Don Martinez** at don.martinez@redondo.org or at **310-379-2477 ext 2565**

About the American Red Cross: The American Red Cross provides relief to victims of disasters at home and abroad, collects and distributes nearly half of the nation's blood supply, teaches lifesaving skills, and supports military members and families. The American Red Cross, a charity and not a government agency, depends on voluntary contributions of time, money and blood to perform its humanitarian mission.

END