



BLOOD BANK OF
THE REDWOODS



Saving lives since 1949

BBR is a full-service blood center serving
North Bay communities 24 hours a day, 7 days a week

Contact Information:

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**CITY OF SEBASTOPOL VICTORIOUS IN SONOMA COUNTY'S
4th ANNUAL MAYOR'S CHALLENGE FOR BLOOD DONATION**

All citizens benefit from increased awareness of community blood donation

Santa Rosa, CA (August 19th , 2009) Blood Bank of the Redwoods, the only full-service blood center serving Sonoma, Lake and Mendocino counties, is pleased to announce the winner of the Mayor's Challenge for Blood Donation, which was held during the month of July. To support blood donation during the usually difficult summer season, all Sonoma County Mayors faced-off to bring in the most blood donors as a percentage of their respective populations.

For the third year in a row Sebastopol has brought in the most blood donors in the friendly and competitive contest. "We are all winners today," commented Mayor Sarah Glade Gurney. "Community-based blood donation is vital to our healthcare system and I was proud to participate. I want to thank all the other mayors for joining us in this valuable effort."

Sebastopol had 1.87% of its population donate blood during the month of July. The next closest city was Sonoma followed by Healdsburg. "I'd like to think of blood donation as a barometer for how giving people are. Blood donors are giving by their nature and Sebastopol just has a lot of people who are dedicated to giving back to the community," observed Mayor Gurney. "I am proud to represent our city and I look forward to hanging the prize at City Hall for another year."

North Bay Corporation was again the sponsor for the Sonoma County Mayor's Challenge and commissioned an original piece of art from Northern California artist Joyce Delario. "Blood Bank of the Redwoods recycles blood for local patients, North Bay Corporation recycles everything else. It's a great partnership and we are proud to be part of such a good community activity as blood donation," commented Pamela Davis, Community Outreach Manager for North Bay Corporation.

In all, 2,672 people from Sonoma County came out to donate blood during the month of July.

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About Blood Bank of the Redwoods

Blood Bank of the Redwoods is a full-service blood center that has been serving North Bay communities 24 hours seven days a week for over 58 years. Methods and procedures for collecting, processing, testing, and distributing blood have changed since we began providing services in 1949. What has remained the same is the commitment of our community in helping us continue to provide high quality blood products and services to those in need.



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Sarah Glade Gurney, Mayor, City of Sebastopol donates blood at the 4th Annual Mayor's Challenge. Sebastopol had 1.87% of its population donate blood during the month of July.