



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:

2324 BETHARDS DRIVE, SANTA ROSA CA 95405
PUBLIC RELATIONS · 707-545-1222 · PR@BBR.ORG

**SONOMA COUNTY MAYORS COME TOGETHER FOR THE
4th ANNUAL MAYOR'S CHALLENGE FOR BLOOD DONATION**

Proudly sponsored again this year by North Bay Corporation

Santa Rosa, CA (June 15, 2009) Blood Bank of the Redwoods, the blood center serving North Bay counties for the last 60 years is pleased to announce its 4th Annual Sonoma County Mayor's Challenge for Blood Donation. Sonoma County Mayors and their City Councils are urging their residents to donate blood in the month of July. Typically blood is in short supply in the summer when students are out of school and vacations are planned.

"The Mayor's Challenge provides a unique opportunity to involve City Councils and our other public leaders in the health and welfare of local patients," said Ryan Benjamin, Recruitment and Donor Services Manager for Blood Bank of the Redwoods. "This annual contest boosts the blood supply during the critical summer months while providing another opportunity to educate the public about the importance of blood donation."

"Each of our cities knows citizens whose lives have been saved by blood donations. Now is the time to continue our tradition of giving. I thank our past donors, whose generosity has kept the City of Sebastopol in the lead, and welcome their return this year with friends and colleagues. Let's make this a record year, for Sebastopol and for the County."

- Sarah Glade Gurney, Mayor, City of Sebastopol -

The winner of the annual Mayor's Challenge for Blood Donations will receive an original painting from Northern California artist Joyce Delario, commissioned by this year's sponsor, North Bay Corporation. The artwork will be presented at the winning Mayor's City Council meeting. The one-of-a-kind piece will grace the walls of the winning City Council for one year, after which time it is returned to Blood Bank of the Redwoods. The winning city is determined by the number of blood donors divided by the city's population, so all cities are on a level playing field.

"We are proud to be a part of the Mayor's Challenge again this year," said Pamela Davis, North Bay Corporation's Community Outreach Manager. "Blood Bank of the Redwoods recycles blood to save lives. We recycle everything else to save the planet. It's a great partnership."

2006 Winner - Santa Rosa ▪ 2007 Winner - Sebastopol ▪ 2008 Winner, Sebastopol
2009 Winner - to be announced in August, 2009

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Joyce Delario and Ryan Benjamin
in front of Sonoma County's 4th
Annual Mayor's Challenge award oil
painting.



This year's Mayor's Challenge oil painting was created by Joyce Delario, local artist, and sponsored by North Bay Corporation. Jointly they help Blood Bank of the Redwoods raise awareness about the community's blood supply and the importance of blood donation.

Joyce's oil painting will hang in the winning Mayor's office for one year in appreciation. Prior to the next challenge the painting will travel to Blood Bank of the Redwoods' blood center for all donors to enjoy.

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 60 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 local patients in need. © Blood Bank of the Redwoods 2009 All rights reserved.



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4TH ANNUAL MAYOR'S CHALLENGE BLOOD DRIVES

Your donation counts for the city you reside in regardless of where you donate. Donation credit counted at time of registration and tallied by zip code. Results are based on percentage of population.

Cloverdale

Cloverdale Fair Grounds, 1 Citrus Fair Drive
Wednesday, July 1, 3:00pm – 6:00pm

Long's Drugs, 1111 S. Cloverdale Blvd.
Tuesday, July 21, 4:00pm – 7:00pm

Cotati

Oliver's Market, 546 E. Cotati Avenue
Saturday, July 18, 10:30am – 1:30pm

Healdsburg

Rite Aid, 525 Healdsburg Ave.
Saturday, July 11, 10:00am – 1:00pm

Healdsburg Fire Department, 601 Healdsburg Ave.
Tuesday, July 21, 2:30pm – 6:30pm

Petaluma

Plaza North, 259 North McDowell Blvd.
Tuesday, July 7, 2:30pm – 6:00pm

Longs Drugs Store, 365 E. Washington Street
Wednesday, July 15, 2:00pm – 6:30pm

Petaluma Community Center, 320 North McDowell Blvd.
Thursday, July 16, 3:00pm – 7:00pm

Petaluma Elks Lodge #901, 2105 South McDowell Blvd.
Wednesday, July 22, 4:00pm – 7:00pm

Petaluma Theatre District, 109 C Street
Wednesday, July 29, 4:00pm – 7:00pm

Rohnert Park

Longs, 6378 Commerce Blvd.
Wednesday, July 8, 3:00pm – 6:00pm

Kaiser, 5900 State Farm Drive
Tuesday, July 14, 8:00am – 11:00am

Raley's, 100 Raley's Town Center
Sunday, July 19, 10:00am – 1:00pm

Pacific Market, 901 Golf Course Drive
Saturday, July 25, 11:00am – 4:00pm

Santa Rosa

Kaiser - Stein Campus, 3975 Old Redwood Hwy.
Wednesday, July 1, 3:00pm – 6:00pm
PG&E, 3965 Occidental Road
Thursday, July 9, 10:00am – 1:00pm

Friedman's Home Improvement, 4055 Santa Rosa Ave.
Monday, July 20, 11:00am – 1:00pm

Exchange Bank, 440 Aviation Blvd.
Wednesday, July 29, 9:00am – 12:00pm

Sebastopol

Pacific Market, 550 Gravenstein Hwy. North
Tuesday, July 7, 3:00pm – 7:00pm

Safeway, 406 North Main Street
Sunday, July 19, 10:00am – 2:30pm

Exchange Bank, 720 Gravenstein Hwy. North
Thursday, July 23, 9:30am – 12:30pm

Sonoma

Sonoma Veterans Memorial Hall, 126 First Street West
Tuesday, July 7, 3:00pm – 7:00pm

Faith Lutheran Church, 19355 Arnold Drive
Wednesday, July 15, 3:30am – 6:30pm

Safeway, 477 West Napa Street
Sunday, July 26, 10:00am – 2:30pm

Windsor

Exchange Bank, 8700 Lakewood Drive
Friday, July 10, 3:00pm – 6:00pm

Safeway, 9040 Brooks Road South
Wednesday, July 22, 4:00pm – 7:00pm

Windsor Regional Library, 9291 Old Redwood Hwy.
Monday, July 27, 3:00pm – 6:00pm

Blood Center business hours:

Mon-Thu: 12pm - 7pm / Fri & Sat: 9am - 3pm

*2324 Bethards Drive, Santa Rosa, CA 95405
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