



## Media Release

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### **COMPASS COMMUNITY CREDIT UNION RALLIES THE COMMUNITY FOR LOCAL BLOOD DRIVE**

Compass Community Credit Union, a not-for-profit member-owned financial institution that serves those who live, work, or worship in Humboldt, Del Norte, and Trinity counties since 1951 recently held a community blood drive.

The local blood bank mobile was stationed at the Arcata branch on Wednesday, July 16th from 10am-4pm; and Henderson Center branch on Thursday, July 24<sup>th</sup> from 10am - 4pm.

Compass partnered with Bi-Coastal Media and hosted live local radio on both days to promote the event. Local DJ's covered the event live on Power 96.3 for the Arcata blood drive and on Cool 105.5 for the Henderson blood drive.

"Right now, there's a serious blood shortage on the North Coast and the local community responded. There was a total of 25 participants that came out to help support by giving precious blood. I know donors definitely walked away knowing they've done something powerful for someone in need," said Ray Litchfield, President and CEO of Compass Community Credit Union.

All participants were given a raffle ticket, and 4 individuals at each event were awarded with giveaways, including gift baskets filled with local merchandise, Crab Tickets, goodies and more.

"The Northern California Community Blood Bank partnered with Compass for two very successful blood drives located at their branches. Our collaboration brought in 25 donors in just 2 days. Aside from hosting our bloodmobile, Compass CCU along with Bicoastal Media were able to make an impact by spreading awareness about the importance of blood donation through their media campaign, reaching people in our community that may not have had donating blood on their radar. The blood bank looks forward to partnering with Compass CCU again in the future and appreciates them going above and beyond for their local community blood bank." Sierra Carter, Donor Recruiter at Northern California Community Blood Bank.

Northern California Community Blood Bank is a non-profit organization incorporated in 1951 with the goal of providing a safe and adequate supply of blood for local patients. Every day it is necessary to collect blood in order to sustain the demand for local usage. Currently, the blood bank is in need of O-Negative blood.