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**For Immediate Release**

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**Help Grant Six Wishes for Children Through Make-A-Wish® and Vitalant**

*January blood donors can help children with critical illnesses receive their wish*

**CENTRAL COAST, Calif. — January 2, 2019 —** During National Blood Donor Month in January, blood donors can double their impact by giving blood at Vitalant while also helping to grant wishes for children through Make-A-Wish® Tri-Counties at the same time. Vitalant will track the number of blood donations received at all four Vitalant donation centers and nearly 85 community blood drives throughout the Central Coast in January. For each blood donation made, Vitalant will contribute a monetary donation to Make-A-Wish® in a collective effort by sister Vitalant blood centers throughout California and Northern Nevada to grant six wishes. To achieve this, Vitalant aims to welcome at least 19,000 donors in California and Northern Nevada this January.

“Many young wish recipients also receive countless blood transfusions for their treatment, all made possible by Vitalant donors,” said Susan Noone, Regional Director for Vitalant. “For the third year of our amazing partnership with Make-A-Wish, we are growing to reach an even bigger goal of granting six wishes in California and Northern Nevada, thanks to the generosity of volunteer blood donors at Vitalant. You have the opportunity to transform the lives of patients, Make-A-Wish children and even your own with just one blood donation this January.”

Additionally, donors can also support Make-A-Wish by visiting their Rewards account at [blood4life.org](http://blood4life.org) and donating their Rewards, equaling a personal monetary donation to help grant wishes.

During the past two years, more than 6,000 Vitalant donors have given blood throughout the Central Coast to save patients lives while raising more than \$10,140.00 to help wishes come true for children with critical illnesses.

To schedule a donation appointment, please visit [Vitalant.org](http://Vitalant.org) or call 877-25VITAL.

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**About Vitalant**

Vitalant is the nation's second largest community blood service provider, supplying comprehensive transfusion medicine services for nearly 1,000 hospitals and health care partners for patients in need across 40 states. Vitalant inspires local communities to serve the needs of others and transform lives through the selfless act of donating blood. Every day, almost 5,000 blood donations are needed to meet the needs of people throughout the country, and Vitalant's 780,000 donors supply 1.8 million donations a year. In addition to blood products, Vitalant offers customers transfusion services, medical consulting, quality guidance, ongoing education, research and more. For more information and to schedule a donation, visit [vitalant.org](http://vitalant.org) or call 877-258-4825 (877-25VITAL). Join the conversation about impacting the lives of others on Facebook, Twitter and Instagram.

**About Make-A-Wish® Tri-Counties**

Founded in 1985, Make-A-Wish® Tri-Counties has granted the wishes of more than 1,500 local children in Ventura, Santa Barbara and San Luis Obispo counties. The mission of Make-A-Wish® Tri-Counties is to grant wishes to children ages 2 ½ to 18, with life-threatening medical conditions to enrich the human spirit with hope strength and joy. For more information or to make a donation, please visit <http://tri-counties.wish.org/about-us> or call (805) 676-9474.