



## PRESS RELEASE

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### **Citrus College Excels in National Blood Drive Challenge**

Citrus College has ranked 12<sup>th</sup> out of 330 colleges and universities that participated in a national blood drive last spring.

In March 2015, the Associated Students of Citrus College (ASCC) coordinated the institution's participation in the National Cesar E. Chavez Blood Drive Challenge. This annual event is organized in honor of the late civil rights activist by the Immigrant Youth of America and American Red Cross.

As part of the challenge, participating institutions are awarded points for a variety of factors, including the percentage of their goal that was met, the number of units collected, and the number of first-time donors. They are then ranked according to the number of points they have received.

Included among the recently released rankings were California State University, Sacramento; the University of California, Los Angeles; and the University of California, Riverside. Several community colleges were also included on the list.

"The Cesar E. Chavez Blood Drive Challenge is a very worthwhile campus activity. In addition to saving lives and raising awareness about the importance of blood donation, it promotes health education, health and science careers, and civic engagement," said Dr. Geraldine M. Perri, superintendent/president of Citrus College. "It is a tremendous honor for Citrus College to be included among the national rankings, especially considering that many large four-year colleges and universities participated."

Prior to the blood drive, Citrus College student leaders recruit donors by distributing fliers, creating posters, making classroom and social media announcements, and sponsoring interclub competitions. They also make reminder phone calls to registered donors and provide assistance throughout the event.

“Each year, we change things a little and try to increase the number of units gathered. This is one of the reasons we were so successful in 2015 and collected 211 units of blood. Our goal is to collect even more blood this year,” said Adrienne Thompson, student activities supervisor. “Or course, any amount of blood added into California’s blood banks is a job well done.”

The 2016 Cesar E. Chavez National Blood Drive Challenge will take place March 28-31 in the Faculty Lounge of the Citrus College Ross L. Handy Campus Center.

“We commend the members of the Associated Students of Citrus College Executive Board for leading the institution in this worthy endeavor,” said Mrs. Susan M. Keith, president of the Citrus Community College District Board of Trustees. “Their desire to help others is inspirational and serves as an excellent representation of Citrus College’s institutional commitment to meeting the needs of the community. We are looking to this year’s event and anticipate continued success.”