

MILLBRAE ART & WINE FESTIVAL TO HOST BLOOD DRIVE THIS WEEKEND
FESTIVAL PARTNERS WITH BLOOD CENTERS OF THE PACIFIC
AUGUST 30-31, 2008 -- 10 AM TO 5 PM

MILLBRAE, CALIFORNIA -- With so many Bay Area residents on vacation and in leisure mode, Labor Day weekend typically is one of the slowest times of the year for donating blood.

This year, with the help of the Millbrae Art & Wine Festival, that may change. The Millbrae Chamber of Commerce, which is the longtime festival organizer, is partnering with Blood Centers of the Pacific (BCP) to host a blood drive at this weekend's 38th annual festival with the goal of helping to boost the critically low blood supply in the Bay Area.

The popular Labor Day weekend festival will host the BCP Bloodmobile where festivalgoers can give blood after going through a screening process. Typically, summer is when blood shortages occur due to vacations and fewer blood drives at venues such as high schools and colleges. Shortages result in rationing of blood to hospitals and serious concern over a region's ability to respond to large scale emergencies. It is estimated that less than 4% of those eligible actually donate blood.

"Labor Day weekend is traditionally one of the most challenging weekends of the year for blood donation," said Dr. Nora Hirschler, President of Blood Centers of the Pacific. "We're grateful to the Millbrae Chamber of Commerce for giving us the opportunity to collect much-needed blood from those attending the festival."

Blood Centers of the Pacific is a nonprofit, community-based organization that provides volunteer blood donations to patients in 40 hospitals throughout Northern California. BCP has donation locations throughout the region. For information, visit <http://www.bloodcenters.org/>.

"We hope to help BCP fill a critical need by providing visibility and access to our large audience," said John Ford, President/CEO of the sponsoring Millbrae Chamber of Commerce. "Supporting this important effort is the right thing for us to do."

The festival takes place on Saturday and Sunday (Aug. 30-31), from 10 a.m. to 5 p.m. on Broadway Avenue (one block west of El Camino Real between Victoria and Meadow Glen) in Millbrae. The festival features live music, a juried show with 250 artists and craftmakers showing their latest handcrafted wares, food

booths, premium wines and microbrews, Chinese Dragon dance, taiko drum performances, and amusements for kids. From Highway 101 or 280, take the Millbrae Avenue exit west to El Camino Real north. The festival is presented by the Millbrae Chamber of Commerce. Admission is free. For information, call 650-697-7324 or visit <http://www.miramarevents.com>.