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FOR IMMEDIATE RELEASE

09/03/2014

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Media Advisory

Twin Rivers Helps Raise Donor Awareness

McClellan, CA—The real challenge won't be on the football field when Fresno's Central High School arrives in Sacramento Sept. 5 to take on the Grant Union High School Pacers.

The real challenge will take place off the field. Twin Rivers USD, BloodSource and Be The Match have teamed up to host a bone marrow drive to raise awareness about the critical need for more Latinos and African Americans to volunteer as potential donors for the Be The Match Marrow Registry.

Twin Rivers recently lost a student to leukemia, and Central's popular coach, Justin Garza, is battling Hodgkin's lymphoma. Garza's best option for a healthy life is a marrow transplant but only 10 percent of people in the Be The Match Registry are Hispanic. A bone marrow match is more likely to be found within the same ethnic group.

"This really hits close to home, and we intend to do everything we can to reach out to our diverse community and raise awareness about the donor process," says Twin Rivers Superintendent Dr. Steven Martinez. "Our goal is to host a community bone marrow drive at each of our high schools this year. Joining the Be The Match registry is a simple process and only takes a few minutes. We are hopeful that our outreach efforts will have a huge impact and increase the number of diverse life-saving bone marrow donors."

Those who choose to participate in the marrow drive will fill out paperwork and undergo a cheek swab. You must be between the ages of 18 and 44 to register, meet the guidelines and be willing to donate to any patient in need.

WHO: Twin Rivers Unified School District

WHAT: Bone Marrow Drive

WHEN: 5:30 p.m. Friday, Sept. 5

WHERE: Grant Union High School

1400 Grand Ave., Sacramento, CA 95838

For more information about BloodSource/Be The Match, contact Liz Ustick at 916-416-5942.

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