

Fara Marcus

Director of Marketing and Development 412-339-5413 fmarcus@iccpgh.org

Jewish Community Center of Greater Pittsburgh JCCPGH.org

**Squirrel Hill** 

5738 Forbes Avenue Pittsburgh, PA 15217 412-521-8010

South Hills

345 Kane Boulevard Pittsburgh, PA 15243 412-278-1975



# Jewish Community Center of Greater Pittsburgh and Jewish Federation of Greater Pittsburgh partner with organizations to Support Blood Collection and Supply Preparedness in Israel

PITTSBURGH, PA – The Jewish Community Center of Greater Pittsburgh (JCC) has hosted nearly 100 blood drives in partnership with Vitalant over the past five years. Given the unprecedented circumstances related to the war in Israel and in keeping with our mission to focus on human services and community need, the JCC and the Jewish Federation of Greater Pittsburgh are teaming up with Vitalant and American Friends of Magen David Adom to host additional blood drives with an amplified focus – to ensure the blood supply locally remains high in case blood needs to be transported to Israel.

These efforts, as part of a tenure Contingency Agreement in place since 2018 between U.S. blood centers and Magen David Adom, will ensure there is ample blood supply and products available should there be a need overseas due to the unfolding situation in and around Israel.

Laura Cherner, Community Relations Council Director at the Jewish Federation of Greater Pittsburgh, noted, "In Judaism it is a mitzvah to save a life. Not only do these blood drives save lives but they also demonstrate solidarity with the people of Israel at this difficult time. I believe that this partnership will inspire a significant number of individuals who have never donated blood before."

Four blood drives are scheduled for the following dates and locations:

JCC Squirrel Hill, Katz Theater, 5738 Darlington Road, Pittsburgh, PA 15217

- Tuesday, November 7, 12 noon 6 pm
- Thursday, November 30, 9 am − 2 pm
- Tuesday, December 5, 9 am 2 pm

JCC South Hills, Gymnasium, 345 Kane Blvd, Pittsburgh, PA 15243

• Monday, November 20, 9 am – 2 pm

Appointments are strongly encouraged. To schedule your life-saving appointment, please:

- Visit <u>vitalant.org</u>, click on the "Make an Appointment" button and search w/group code UC189 for Squirrel Hill and UC438 for JCC South Hills
- OR download the Vitalant-Pittsburgh mobile app on your smartphone
- **OR** call 877.25. VITAL (877-258-4825)

We encourage our media partners to share this information.

### **About Jewish Community Center of Greater Pittsburgh**

The Jewish Community Center of Greater Pittsburgh, a member of the Jewish Community Center Association of North America, is one of the largest social service, recreational and educational organizations in the region.

For more than 128 years, the JCC has enriched our community by creating an environment rooted in Jewish values that strengthens the physical, intellectual, and spiritual well-being of individuals and families.

## **About Jewish Federation of Greater Pittsburgh**

The Jewish Federation of Greater Pittsburgh's mission is to cultivate resources, connect people and collaborate across the community to live and fulfill Jewish values. The Jewish



**Fara Marcus**Director of Marketing

and Development 412-339-5413 fmarcus@jccpgh.org

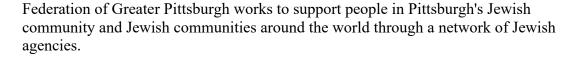
Jewish Community Center of Greater Pittsburgh JCCPGH.org

Squirrel Hill

5738 Forbes Avenue Pittsburgh, PA 15217 412-521-8010

South Hills

345 Kane Boulevard Pittsburgh, PA 15243 412-278-1975



### **About Vitalant Blood Donations**

Vitalant is one of the nation's largest nonprofit blood and biotherapies healthcare organizations, providing hospitals and patients across the U.S. a safe blood supply. It has a network of about 115 donation centers across the U.S. and host approximately 60,000 blood drives annually. Vitalant provides blood and special services to patients in about 900 hospitals across the U.S. – millions of people depend on blood donations from our generous volunteer donors.

# **About Magen David Adom**

Magen David Adom in Israel is the national statutory emergency medical and blood services organization, and the country's representative to the International Red Cross/Red crescent Federation. A world leader in mass-casualty response and EMS technology, MDA treats and transports nearly 1 million people to hospitals every year; collects, tests, and distributes about 1 million blood units and components to Israel's hospitals and to the IDF; and responds to disasters around the world.

To schedule interviews or cover the events, please contact:

Fara Marcus – Director of Marketing and Development 412-339-5413 or <a href="marcus@jccpgh.org">fmarcus@jccpgh.org</a>

Annie Schroeder – Marketing and Communications Manager 412-697-3548 or aschroeder@jccpgh.org

