

FOR IMMEDIATE RELEASE

Media Contacts: Angie Bertucci | 805.679.6010 | abertucci@lobero.org / marketing@lobero.org

Emily Valenzuela | 805.679.6016 | evalenzuela@lobero.org

Lobero Box Office: 33 E. Canon Perdido Street | 805.963.0761 | Lobero.org

Lobero Theatre Partners with Vitalant For Blood Drive Thursday, June 25 from 11 AM – 3 PM

- While the curtains may be closed, the building remains a resource for the community and welcomes Vitalant for a critical blood drive event
- Learn more about donating & schedule an appointment at Lobero.org

Santa Barbara, CA, June 4, 2020 – **The Lobero is deeply committed to its role as a community asset. When we learned Vitalant was seeking large locations able to socially distance donors, we were happy to work together to find a way to meet this critical need.** [Vitalant](http://Vitalant.org)—the nation’s largest nonprofit, independent blood collector serving the Central Coast, has declared a critical shortage of blood as supplies have been significantly impacted by the coronavirus pandemic. Shelter-in-place orders led to 762 blood drives canceled since early March alone, resulting in a loss of 25,194 uncollected blood donations. That, coupled with a resumption of surgeries and other medical procedures as stay-at-home restrictions were lifted, has caused a 25% increase in the need for blood during the past several weeks.

Those interested in donating blood can learn more at Lobero.org, and reserve an appointment. These appointments are required to reduce wait times and accommodate social distancing requirements. All Vitalant blood donation events deploy strict precautionary measures to ensure the safety of donors, patients and staff, including:

- Taking donors’ temperatures before entering premises
- Requiring face masks or cloth-based face coverings for donors and staff
- Disinfecting donor-touched and other high-touch areas often and after every donation
- Ensuring social distancing to keep donors and staff safe

All blood types are critically needed right now, with an especially high need for type O, A-negative and B-negative red blood cells. In addition, platelets are always needed by patients for cancer treatments, surgeries and emergencies. Because of its short shelf life—only 5 days—the supply of platelets must be continually replenished.

The Lobero is looking for other ways to collaborate and be a resource to the community within the social distancing constraints. If you have any innovative ideas that we can help bring to life, please reach out to director@lobero.org. The Lobero Theatre has been serving the community in many ways 147 year history, including as a [shelter during the 1925 Santa Barbara earthquake](#). We’re looking forward to lots of great events later this year, and can’t wait to welcome you back just as soon as possible. Despite the current schedule disruptions due to COVID 19, the Lobero Theatre Foundation is working with our family of supporters and friends, digging into the Lobero’s rich history with regular “[Intermission](#)” online informational series, thanks to a generous gift from Earl Minnis. The Lobero is currently participating in the [#LightItBlue](#) campaign celebrating health care and essential workers.

ABOUT VITALANT

Vitalant (“Vye-TAL-ent”) 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. Every day, almost 5,000 blood donations are needed to meet the needs of people throughout the country, and Vitalant’s 800,000 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.

ABOUT THE LOBERO THEATRE FOUNDATION

Established as a 501c3 non-profit organization in 1938 to act as stewards for this important historic institution, the mission of the Lobero Theatre Foundation is to maintain and operate the historic Lobero Theatre as a performing arts

center and cultural asset to the community of Santa Barbara, and to present the highest quality productions in music, dance, and theatre.

Intermission at the Lobero Theatre made possible thanks to a generous contribution from Earl Minnis made in support of the Foundation Staff. #LightItBlue Lighting provided by Spark Creative Events.

#

**Calendar Editors, please note:
Thursday, June 25 from 11 AM – 3 PM
Lobero Theatre Stage**

Lobero Theatre Foundation and Vitalant present A Blood Drive on the Lobero Stage
Vitalant—the nation’s largest nonprofit, independent blood collector serving the Central Coast, has declared a critical shortage of blood as supplies have been significantly impacted by the coronavirus pandemic. All blood types are critically needed right now, and the Lobero Theatre will open its doors to safely host a blood drive event to be held onstage on June 25 from 11 AM to 3 PM. The Lobero is deeply committed to its role as a community asset and is hoping to secure 30 donation appointments during this blood drive.

Learn more and make your appointment at <https://www.lobero.org/events/a-blood-drive-on-the-lobero-stage/>.

www.lobero.org, Lobero Box Office 805.963.0761, 33 East Canon Perdido Street, Santa Barbara, CA 93101