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## **Gulf Coast Blood Invites Community to Share Holiday Cheer Through “Holiday Hugs” and Toy Drive**

**HOUSTON, Texas** — This holiday season, [Gulf Coast Blood \(GCB\)](#) is inviting the public to help spread cheer to hospital patients and local children through its annual [Holiday Hugs](#) program and new toy drive supporting [BEAR \(Be A Resource for CPS Kids\)](#).

From **November 1 through December 15**, donors can stop by a Gulf Coast Blood donation location to:

- **Donate blood to help local patients.** Every donation can save up to three lives, directly supporting hospitals and patients in need.
- **Write a note of encouragement** that will be attached to a teddy bear for someone spending the holidays in the hospital, or
- **Drop off a new, unwrapped toy** for BEAR to support children in Child Protective Services care.

This year, GCB plans to deliver more than 1,600 teddy bears to hospital patients across the Houston area.

“We love seeing the community come together to brighten the holidays for patients and children,” said Theresa Pina, GCB Chief Growth Officer. “Every donation, every note, and every toy is a simple but powerful way to show care and compassion.”

**Media Opportunity:** Members of the media are invited to capture the heart of the Holiday Hugs program on Saturday, December 6, when staff and volunteers will assemble the teddy bears and handwritten notes before delivery to hospitals.

**8:30 a.m. to 10 a.m.**  
**Saturday, December 6**  
**Holiday Hugs Bear + Notes Assembly Day**  
**Gulf Coast Blood HQ**  
**1400 La Concha Lane, Houston, TX 77054**

Notes written after December 6 will be displayed at donation centers and included in next year’s deliveries.

For more information or to find a donation location, visit [giveblood.org](http://giveblood.org). Media planning to attend should RSVP with Stephanie Jacksis, Corporate Communications Manager.

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### **About Gulf Coast Blood**

*Founded in 1975, Gulf Coast Blood is one of the largest community blood centers in the U.S., serving 170 hospitals across 26 counties. Based in Houston, it supports the Texas Medical Center, the world’s largest medical complex, and operates 18 donor centers and more than 7,000 mobile blood drives annually. GCB provides high-quality human cellular material for scientific and therapeutic use, and is an independent nonprofit accredited by the FDA. Its mission is to help save and sustain lives by providing a safe supply of blood, biotherapies, and related services.*