



FOR IMMEDIATE RELEASE

Risico's Pint for Pint Mobile Blood Drive Hits Close to Home

Invites all eligible individuals to donate ensuring lifesaving blood products are available for patients in the Central Valley

FRESNO, CA – August 9th, 2018 – Leading Fresno-based workers' compensation firm, Risico, in association with the Central California Blood Center (CCBC) is hosting a "Pint for Pint" mobile blood drive on Thursday, August 30th. Risico is one of numerous organizations transforming its campus to accommodate a large congregation of members of the Central Valley community to donate blood ensuring an adequate supply is available for local families, friends and neighbors when they need it.

Paulo Castro, Vice President of Underwriting for Risico's Insurance Services and the event's lead organizer states, "The need to maintain an adequate supply of blood donations is a subject that hits close to home for me. A blood transfusion saved my mother's life. If not for someone donating their blood, I wouldn't be here today."

CCBC provides blood to patients receiving care at 30 hospitals and their networks and facilities in Fresno, Tulare, Madera, Kings and Mariposa Counties. An adequate inventory of 5,000 to 6,000 pints of blood must be collected *per month* to meet the needs of patients in the Central Valley community.

"The vast majority of the Risico family not only works in this community, we live here. It is our sincere belief that this community becomes great by the collective actions of its individual members. Hosting the mobile blood drive is a very small gesture of our devotion to a thriving healthy community," says Risico President, Steve Wigh.

Donations will be accepted from 1:00 p.m. to 4:00 p.m. at 2425 W Shaw Avenue in Fresno, California. Interested parties should contact Paulo Castro at (559) 277-4800 extension 412 or email PCastro@risico.com.

All donors will receive a coupon for a free pint of ice cream from Baskin Robbins along with a buy one get one free admission voucher to the Big Fresno Fair.

About Risico

Risico is a multi-faceted, innovative, customer driven company that provides claims management, managed care and insurance products to thousands of customers throughout California. Risico delivers complete, start-to-finish Workers' Compensation solutions that are flexible and interchangeable to meet the specific and changing needs of the California market. Through its family of companies, Risico Insurance Services, Inc., Risico Claims Management, Inc., and Risico Total Managed Care, Inc., Risico enables people, businesses and communities to manage health care in more affordable and effective ways. For more information visit www.Risico.com and follow us on Twitter @RisicoFamily.

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