



THE KIMMEL CENTER  
ACADEMY OF MUSIC  
MERRIAM THEATER

**Tweet It!**

We were proud to partner with @RedCross for a safe, social distanced blood drive @KimmelCenter on 4/17. 34 pints of blood were collected. Read more at [kimmelcenter.org](http://kimmelcenter.org)

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## **KIMMEL CENTER CULTURAL CAMPUS HOSTED BLOOD DRIVE ON BEHALF OF AMERICAN RED CROSS**

**FOR IMMEDIATE RELEASE** (Philadelphia, PA, May 4, 2020) — In the midst of the COVID-19 crisis, the Kimmel Center Cultural Campus teamed up with the American Red Cross to house a blood drive on Friday, April 17, 2020, resulting in 34 pints of blood – with the potential to help up to 102 individuals.

"The Kimmel Cultural Campus is closed right now due to the city's COVID 19 ordinance; so, we were thrilled to be able to open our doors and respond to the call from the American Red Cross to serve as a collection site for much-needed blood donations during this crisis," said Ed Cambron, Executive Vice President & Chief Operation Officer of the Kimmel Center for the Performing Arts. "Serving the diverse community of Greater Philadelphia is part of our mission and, though our stages are dark, it was nice to be able to fill a need and support the work of the city's front-line workers in this way."

According to Red Cross data, the United States requires an estimated 36,000 red blood cell units daily – and as many as three individuals can be helped with each donation. Needs within the country happen as often as every two seconds. The American Red Cross is responsible for approximately 40% of the country's blood needs.

"We're grateful to the Kimmel Center for stepping up to host a community blood drive during this coronavirus pandemic," said Guy Triano, CEO, Red Cross Southeastern Pennsylvania Region. "Our

generous supporters and blood donors are helping to ensure that hospital patients across the region continue to have access to lifesaving treatments. Together, we will get through this uncertain time.”

While the Kimmel Center Cultural Campus is closed until further notice in compliance with the city's stay-at-home ordinance during the COVID-19 Crisis, the safety of all involved blood drive individuals was the utmost concern of the Red Cross and the Kimmel Center Cultural Campus.

#### **About the American Red Cross**

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [www.redcross.org](http://www.redcross.org) or [www.cruzrojaamericana.org](http://www.cruzrojaamericana.org), or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

#### **The Kimmel Center Cultural Campus**

Located in the heart of Center City, Philadelphia, our mission is to engage the region’s diverse communities with art through performance and education. Our Cultural Campus serves more than 1 million guests per year and includes the **Kimmel Center for the Performing Arts**, the **Academy of Music**, and the **Merriam Theater**- representing more than 160 years of rich history for the performing arts along Philadelphia’s Avenue of the Arts. We are home to eight esteemed Resident Companies: **The Philadelphia Orchestra**, **Opera Philadelphia**, **Pennsylvania Ballet**, **The Philly POPS**, **PHILADANCO**, **The Chamber Orchestra of Philadelphia**, **The Philadelphia Chamber Music Society**, and **Curtis Institute of Music**. With nearly 9,000 seats per night, we are the region’s most impactful performing arts center, and the second largest in the country. Our Cultural Campus serves as a preeminent and inclusive place to enjoy exceptional experiences that reflect the spirit of our region by cultivating a creative and socially-responsible environment where our community shares experiences that are delivered with pride, integrity, and respect. As a 501 c 3 nonprofit organization, we collaborate on, present, and produce a broad range of relevant and meaningful events, we serve as an active gathering space for social and community events, we educate the region’s young people through access to quality arts experiences, and we provide support to artists in the creation of new work. TD Bank, America’s Most Convenient Bank, is our proud sponsor of the Kimmel Center’s 2019-2020 Season. American Airlines is the official airline of Broadway Philadelphia. For additional information, visit [www.kimmelcenter.org](http://www.kimmelcenter.org).