



**FOR IMMEDIATE RELEASE**

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***YOU GIVE. THEY LIVE.***

**GIVE THE BEST GIFT OF THE SEASON ON #GIVINGTUESDAY**

***Pediatric Cancer Foundation of the Lehigh Valley Hosting Blood Drive on Nov. 28***

LEHIGH VALLEY, PA – Give the best gift of the season this year – the gift of life! Miller-Keystone Blood Center (MKBC) is encouraging everyone to share the joy of giving on **#GivingTuesday – November 28, 2017**.

“As a not-for-profit, 501(c)(3) community organization, Miller-Keystone relies on the community for monetary support,” explains Carlos Barata, Marketing Coordinator, MKBC. “From blood collection and delivery to special programs and scholarships, bloodmobile restoration and more, no gift is too small and every gift counts.”

“For those unable to provide a monetary gift, we are encouraging the gift of life,” adds Deb Otto, Director of Donor Resources. “Donating blood, platelets or plasma is safe and easy, and will only require approximately one hour of someone’s time. But for the transfusion recipient, that gift can mean everything.”

In support of #GivingTuesday, the Pediatric Cancer Foundation of the Lehigh Valley (PCFLV) is hosting a blood drive on November 28 from 6:30am-7:30pm at MKBC’s Bethlehem Donor Center, 1465 Valley Center Parkway. #GivingTuesday blood donations in PCFLV’s honor can also be made at MKBC’s Allentown Donor Center, 1255 S. Cedar Crest Boulevard, Suite 1300, on November 28 from 12pm-7pm. The blood collection goal for the Pediatric Cancer Foundation of the Lehigh Valley #GivingTuesday blood drive is 100 donations.

Cancer patients often require red blood cell and/or platelet transfusions during the course of their chemotherapy treatment.

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[www.GIVEaPINT.org](http://www.GIVEaPINT.org)



Your Blood. Their Hope.®



**MILLER-KEYSTONE**  
BLOOD CENTER

-- Miller-Keystone Blood Center --

-- pg 2 of 2 --

Michelle Zenie, Executive Director of PCFLV says, "We are so excited to once again work with Miller Keystone Blood Center for a blood drive on Giving Tuesday. The concept of giving blood instead of money really resonates with our PCFLV supporters, as so many of our cancer kids need frequent blood transfusions."

"As the sole blood provider for 22 hospitals in 11 counties throughout Pennsylvania and New Jersey, Miller-Keystone needs to see 450 donors on a daily basis to meet the needs of transfusion patients in local and regional hospitals," Ms. Otto notes. "You can save lives right here in your community."

"Start the holiday season by celebrating community, generosity, and the gift of life," concludes Mr. Barata. "We encourage all eligible donors to be someone's hero this [#GivingTuesday](#), and to share their experience on Facebook, Instagram and Twitter. Every contribution will help MKBC in sustaining our mission to save lives by partnering with our community to provide a continuous supply of blood products and services."

To make a financial contribution or schedule a lifesaving donation, visit [GIVEaPINT.org](http://GIVEaPINT.org) or call 1-800-B-A-DONOR (223-6667).

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