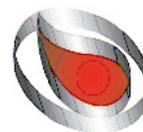


Your Blood. Their Hope.®



MILLER-KEYSTONE
BLOOD CENTER

FOR IMMEDIATE RELEASE

Date: September 3, 2020

Contact:

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MILLER-KEYSTONE ISSUES CRITICAL APPEAL FOR BLOOD DONORS
Loss of High School/College Blood Drive Program Significantly
Impacts Regional Blood Collections

LEHIGH VALLEY, PA - Miller-Keystone Blood Center has issued an urgent appeal for donors of all Blood types.

"Blood donations traditionally decrease during the summer months due to summer vacations for our high school and college campuses, combined with accidents and seasonal illnesses," explains Qiana Cressman, Executive Director of Donor Operations.

Ms. Cressman adds that the COVID-19 pandemic added an additional layer of challenges during the past few months.

"The COVID-19 pandemic forced the Blood Center to cancel several hundred drives, resulting in the loss of more than 10,000 blood donations between March and July," she confirmed. "It also required us to move to an appointment-only policy in order to accommodate current social distancing recommendations."

Ms. Cressman continues, "While blood donations traditionally decrease in the summer, we usually anticipate an uptick beginning in September when our regional high schools and colleges are back in session. However with many schools adopting online or hybrid models for the upcoming school year, we have been notified by many of these institutions that they will be unable to host blood drives for the foreseeable future."

"More than 450 donors are needed every day in our community to help in the care of cancer patients, accident victims, premature infants and others requiring lifesaving transfusions at our regional hospitals," says Marie Clemens, Corporate Director of Communications.

- - continued - -

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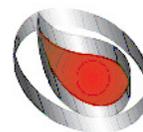
GIVEaPINT.org



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-- Miller-Keystone Blood Center --

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Ms. Clemens notes that just one major trauma or disaster could have devastating effects on the Blood Center's ability to provide for the transfusion needs of our community.

"While the loss of high school and college blood drives will result in a decrease in our community blood supply, the demand at our hospitals will remain steady," she continued. "We would just like to remind people that Blood cannot be manufactured, it can only come from the kind generosity of volunteer Blood donors. If there is ever a time to donate, now is that time."

In order to donate, individuals must be 16 years of age* or older, weigh a minimum of 110 pounds and be feeling healthy; they must not have donated in the past eight weeks. All donors must also provide valid identification.

(* - parental consent required for 16-year-old donors)

For more information or to schedule a donation, call 1-800-B-A-DONOR (223-6667). Donors can also visit GIVEaPINT.org to schedule an appointment online or find a Blood Drive in their community.

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