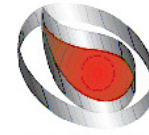


Your Blood. Their Hope.®



MILLER-KEYSTONE
BLOOD CENTER

FOR IMMEDIATE RELEASE

Date: August 2, 2021

Contact:

Marie Clemens, Corporate Director, Communications
610.295.1633 || mclemens@hscs.org

Holly Yacynych, Marketing Manager
610.691.5850 x5542 || hyacynych@giveapint.org

MILLER-KEYSTONE BLOOD CENTER AND AIR PRODUCTS ANNOUNCE RIBBON-CUTTING FOR NEW COMMUNITY BLOODMOBILE

LEHIGH VALLEY, PA - Officials from Miller-Keystone Blood Center (MKBC) are pleased to announce the ribbon-cutting for a new community bloodmobile vehicle. Purchase of this new bloodmobile was made possible through the generosity of the Air Products Foundation, which presented the community's exclusive blood supplier with a grant of \$100,000 in 2019.

The ribbon-cutting for the new bloodmobile took place at MKBC's Bethlehem headquarters, located at 1465 Valley Center Parkway, on Wednesday, August 11.

According to Peter J. Castagna, Jr., President & CEO, MKBC, the Blood Center's ability to recruit healthy new blood donors becomes difficult with each passing year, and COVID-19 pandemic recently added an additional layer of challenges.

"During 2020, the COVID-19 pandemic forced the Blood Center to cancel hundreds of community drives, resulting in the loss of thousands of blood donations," he confirmed. "It also required us to move to an appointment-only policy in order to accommodate social distancing recommendations at that time."

Miller-Keystone Blood Center provides more than 100,000 transfusable products to our regional hospitals annually, and nearly 50% of the community blood supply comes from blood drives sponsored by regional schools, churches, businesses and other organizations. As a result, the need for a new bloodmobile was necessary, Castagna explained.

"This new bloodmobile vehicle is expected to collect approximately 4,500 blood units annually," he said, "this will impact more than 12,000 lives in the Greater Lehigh Valley and surrounding region."

-- continued --

BETHLEHEM • ALLENTOWN • EASTON • PITTSTON • READING • TRENTON

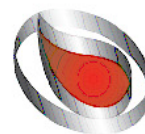
GIVEaPINT.org



Miller-Keystone Blood Center is an Affirmative Action / Equal Opportunity Employer.
HCSC Blood Center r/a Miller-Keystone Blood Center is a Pennsylvania not-for-profit corporation.



Your Blood. Their Hope.®



MILLER-KEYSTONE
BLOOD CENTER

-- Miller-Keystone Blood Center --

-- pg 2 of 2 --

“Blood donations save lives, and the Air Products Foundation is honored to be able to support a mobile blood center that will make such an important difference in the community,” said Laurie Hackett, Community Relations Manager at Air Products, on behalf of the Air Products Foundation.

“While the gift of blood is the one on which Miller-Keystone Blood Center has developed its reputation, it is the financial support we receive that allows our facility to function optimally,” added Mr. Castagna. “Every two seconds, someone in the United States needs blood, and one in seven people entering the hospital will require a blood transfusion. This poses an enormous challenge for community blood centers as we are faced with the ongoing, critical task of recruiting new and additional blood donors, and ensuring that a safe and constant supply of blood products is available for cancer patients, accident victims, premature infants and others in need of lifesaving transfusions at our community hospitals.”

“We are sincerely grateful to Air Products and the Air Products Foundation for their partnership and generosity,” Mr. Castagna concluded. “In addition to hosting multiple blood drives each year, their pledge in support of a new community bloodmobile demonstrates their commitment not only to Miller-Keystone Blood Center, but to the health and welfare of our entire community.”

For more information on ribbon-cutting event or new bloodmobile vehicle, contact Marie Clemens, Corporate Director of Communications, at 610-295-1633 | mclemens@hpsc.org, or Holly Yacynych, Marketing Manager, at 610-691-5850, ext. 5422 | hyacynych@giveapint.org.

#####

#####

BETHLEHEM • ALLENTOWN • EASTON • PITTSTON • READING • TRENTON

GIVEaPINT.org



Miller-Keystone Blood Center is an Affirmative Action / Equal Opportunity Employer.
HPCSC Blood Center c/o Miller-Keystone Blood Center is a Pennsylvania not-for-profit corporation.

