

FOR IMMEDIATE RELEASE:

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**MILLER-KEYSTONE BLOOD CENTER BETHLEHEM SITE HOSTING
TUNNEL TO TOWERS FOUNDATION 9/11 “NEVER FORGET” MOBILE EXHIBIT
Event Includes Goal to Collect 343 Blood Donations in Honor of FDNY Lives Lost on 9/11**

LEHIGH VALLEY, PA – Officials at Miller-Keystone Blood Center (MKBC) have announced that they are welcoming the Tunnel to Towers Foundation 9/11 “Never Forget” Mobile Exhibit at their Bethlehem Donor Center location, 1465 Valley Center Parkway, Bethlehem, on Saturday and Sunday, July 16 and 17.

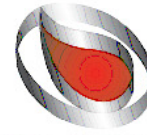
According to Krista Hill, Community Engagement Manager, MKBC, the Blood Center’s “Never Forget” weekend will include opening ceremonies including the national anthem, flag presentation, and comments by local dignitaries; a VIP reception for Tunnel to Towers Foundation representatives, local dignitaries, and MKBC financial supporters; tours of the 9/11 “Never Forget” Mobile Exhibit; food trucks and other refreshments; and more.

“Our ‘Never Forget’ Weekend also includes a very special blood drive with a goal of 343 blood donations, one for every FDNY life lost on 9/11,” Ms. Hill says.

“MKBC is privileged to bring this very important and impactful mobile exhibit to the Lehigh Valley,” adds Peter J. Castagna, Jr., President & CEO, MKBC. “We understand and embrace the mission of the Tunnel to Towers Foundation, and are proud to further educate our region about the events of September 11. We are also



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committed to honoring the lives of the FDNY lives lost on that day by collecting 343 units of blood in their memory.”

Ms. Hill confirms that opportunities for organizations in the region to financially support the Blood Center’s “Never Forget” Weekend are currently available.

“Financial opportunities range from \$500 to \$2,000, and provide our benefactors with a variety of benefits including signage, social media announcements, the opportunity to bring a display table/tent to our donor center, and more,” she says, noting that the July 16-17 event is presented by Majestic Realty and the St. Luke’s University Health Network.

For details on the Blood Center’s “Never Forget” weekend or to schedule your blood donation, visit GIVEaPINT.org/tunnel-to-towers.

Additional information can also be received by contacting Krista Hill, Community Engagement Manager, Miller-Keystone Blood Center at khill@giveapint.org or 484-239-8552.

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