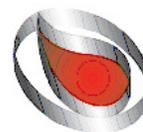


Your Blood. Their Hope.®



**MILLER-KEYSTONE**  
**BLOOD CENTER**

**FOR IMMEDIATE RELEASE:**

**October 8, 2022**

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**MILLER-KEYSTONE BLOOD CENTER PARTICIPATING IN NATIONAL CAMPAIGN  
TO BOOST BLOOD DONATIONS**

***In Collaboration with Blood Centers Across the Nation, MKBC Partners with Forestmatic to  
Plant 5,000 Trees***

LEHIGH VALLEY, PA –Miller-Keystone Blood Center (MKBC) has joined with more than 20 blood centers across the nation to contribute to the restoration of the natural ecosystem by holding a nationwide blood donation campaign beginning on October 10.

"Blood Centers of America (BCA), America's largest network of independent blood centers, has committed to a nationwide blood donation campaign in October, which includes a goal of planting 160,000 trees in Africa," says Krista Hill, Community Engagement Manager, Miller-Keystone Blood Center. "As a member of BCA, Miller-Keystone Blood Center has committed to planting 5,000 trees."

Ms. Hill notes that this campaign is dedicated not only to saving lives, but also giving back to the planet.

"The planting of 160,000 trees will help to sequester more than 10,000 metric tons of equivalent carbon dioxide (CO<sub>2</sub>e) over the next five years," she explains. "This will help local communities maintain access to vital resources like fuelwood, fruit, and timber, while receiving education and access to the tools needed to implement agroforestry systems that will improve crops and help drive them out of poverty," adding that in

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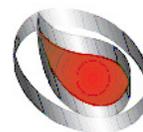
[GIVEaPINT.org](http://GIVEaPINT.org)



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



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just one year of work, the projected increase in income for each household is \$3,500 over 10 years, a +400% increase compared to their existing conditions.

Beginning October 10, every registered blood donor with Miller-Keystone Blood Center will have a tree planted in their honor.

"Several days after their lifesaving blood donation, donors will receive their individual tree ID," Ms. Hill confirms. "This will allow them to log into Forestmatic's 'Tree Tracker' application to follow the growth and progress of their personal tree."

For more information, or to schedule an appointment to donate blood and plant a tree, visit [GIVEaPINT.org/plant-a-tree](http://GIVEaPINT.org/plant-a-tree).

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