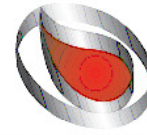


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**MILLER-KEYSTONE**  
BLOOD CENTER

**FOR IMMEDIATE RELEASE**

**April 5, 2023**

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**MILLER-KEYSTONE BLOOD CENTER ANNOUNCES BLOOD ADVOCACY WEEK 2023**

**Week-Long Initiative Focusing On The Resilience Of The National Blood Supply**

**Takes Place From April 24-28, 2023**

LEHIGH VALLEY, PA – Officials at Miller-Keystone Blood Center, in conjunction with its national association, [America's Blood Centers \(ABC\)](#) and community blood banks across the country, have announced a new initiative focused on bringing together the blood bank community, legislators, agency decision makers, providers, advocates and more. Named "**Blood Advocacy Week**," this special week is designed to allow individuals and organizations to participate, raise their collective voices, and make clear that everyone is impacted by the lifesaving power of blood donation.

"Blood Advocacy Week is designed for everyone to learn how we can grow and diversify our country's donor base to ensure the long-term resilience of our nation's blood supply," explains Rami Nemeah, Chief Operating Officer, Miller-Keystone Blood Center, noting that the United States is in the midst of the most critical national blood shortage in history. "Goals of this special week include bringing together those inside and outside the blood bank community impacted by blood products; promoting the value of blood to patients, communities, and the healthcare system; and advocating for changes that strengthen the blood supply and ensure blood is available when needed most."

Each day of the week will focus on an exclusive topic, and will feature a virtual discussion event, as well as background information on each subject, an explanation video, and shareable social media pieces. Dates and topics include:

- **Monday, April 24** – A Call to Action: Analyzing **Trends Impacting the Nation's Blood Supply** and What Must Change Moving Forward

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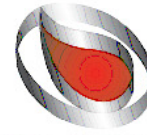
[GIVEaPINT.org](http://GIVEaPINT.org)



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- **Tuesday, April 25** – Welcome Blood Donors: Promoting Awareness of the **New Eligibility Criteria**
- **Wednesday, April 26** – (Virtual) Day on Capitol Hill\*
- **Thursday, April 27** – When Time Matters: Saving and Enhancing Lives Through **Access to Blood**
- **Friday, April 28** – It’s About Life: **Why Donor Diversity is Critical** to Patient Care

\* legislators and blood banks only

“Miller-Keystone Blood Center welcomes this opportunity to connect with our regional legislators, healthcare providers, other blood centers, and the general community to help raise awareness on the importance of blood donations, volunteering for local blood banks and financially supporting the work that is done by community blood banks,” adds Mr. Nemech.

For additional information on **Blood Advocacy Week** or to register for any of the week’s virtual discussions, visit [BloodAdvocacyWeek.org](http://BloodAdvocacyWeek.org).

**About Miller-Keystone Blood Center** - [GIVEaPINT.org](http://GIVEaPINT.org)

Miller-Keystone Blood Center is a not-for-profit, 501(c)(3) community blood center that has served Eastern Pennsylvania and Western New Jersey since 1971. Headquartered in Bethlehem (PA), MKBC currently operates seven (7) donor centers and ten (10) satellite locations, serving as the exclusive blood supplier to 32 regional healthcare organization. Last year, MKBC registered more than 57,000 blood donors and distributed over 70,000 lifesaving blood products.

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In conjunction with the very critical information that will be discussed during Blood Advocacy Week, opportunities to publish several insightful news/health/human interest features exist. If any of the following are of interest to your media organization, please contact Marie Clemens at [mclemens@hcsc.org](mailto:mclemens@hcsc.org). Miller-Keystone Blood Center staff would be happy to work with you bring these very important stories to life for your readership/viewers.

- **Why do people think about giving blood only when there is a mass casualty event?**
- **Most critical national blood shortage in history, and how schools can be part of the solution**
- **Meet some local friends whose lives have been saved by the generosity of blood donors**

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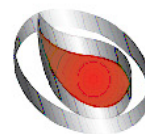
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- **It's not only accident victims – when are blood transfusions needed?**

*(Many individuals do not realize that the largest user group of blood products is cancer patients. In addition, premature infants, surgery patients, individuals with genetic blood disorders, etc. often require transfusions)*

- **When donating blood can save your own life**

*(when a seemingly “minor” issue during someone’s mini-health check prior to donation causes a Medical Director to defer the individual from donating blood, and to suggest they visit their family doctor... ultimately saving the individual’s life.)*

- **The perishability of the blood supply**

*(Many individuals do not realize that blood products expire, and there is no substitute. Red blood cells have a shelf life of 42 days, while platelets have a usable lifespan of only 7 days. This is what makes the need for an ongoing, steady stream of blood donors critical to the health and welfare of our community.)*

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