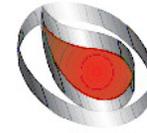


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MILLER-KEYSTONE
BLOOD CENTER

MEDIA ADVISORY

Tuesday, January 24, 2023

Contact:

Marie Clemens, Corporate Director of Communications
Miller-Keystone Blood Center
610-295-1633 | mclemens@hcsc.org

HIGHMARK FOUNDATION ANNOUNCES GRANT SUPPORT FOR MILLER-KEYSTONE BLOOD CENTER

LEHIGH VALLEY, PA – A press conference will be held on Wednesday, January 25, by Miller-Keystone Blood Center in conjunction with the Highmark Foundation. The press conference will announce the launch of Miller-Keystone Blood Center's Diversity Initiative, a program made possible through the generosity of a Highmark Foundation grant. The grant supports the goal of raising awareness of the importance of blood donations, particularly within the region's Hispanic population.

What: Press Conference

Who: Miller-Keystone Blood Center in conjunction with Highmark Foundation

When: Wednesday, January 25 | 1:30 pm

Where: Miller-Keystone Blood Center, Five City Center, 740 Hamilton Street, Suite 120 (Allentown)

For more information on tomorrow's press conference or Miller-Keystone Blood Center's Diversity Initiative, contact Lina Barbieri, Chief Philanthropy Officer, Miller-Keystone Blood Center, at lbarbieri@giveapint.org.

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