

Your Blood. Their Hope.®



MILLER-KEYSTONE
BLOOD CENTER

1465 Valley Center Parkway, Bethlehem, PA 18017

Administrative Fax 610-691-5423

Medical Fax 610-691-5748

1-800-B-A-DONOR

GIVEaPINT.org

FOR IMMEDIATE RELEASE

Date: October 3, 2024

Rami Nemeh
Vice President & Chief Operating Officer
Miller-Keystone Blood Center
610-419.5290 || rnemeh@giveapint.org

Diane Wiest, RN
Sr Director, Risk Management & Donor Health
Miller-Keystone Blood Center
484-225-8351 || dwiest@giveapint.org

MILLER-KEYSTONE BLOOD CENTER HOSTING SPECIAL CELEBRATE HOPE REUNION EVENT

LEHIGH VALLEY, PA – On Wednesday, October 9, 5:00 PM, Miller-Keystone Blood Center (MKBC) will be hosting a very special “Celebrate Hope” event at the Four Points Sheraton Allentown Lehigh Valley (3712 Hamilton Boulevard, Allentown).

“Every time someone gives blood, they are giving a transfusion patient hope to see a better tomorrow,” said Rami Nemeh, Chief Operating Officer, MKBC. “Every time someone gives blood, they are giving patients and their families hope to celebrate another holiday together. That is where the name ‘Celebrate Hope’ comes from.”

“Our Celebrate Hope program was created over 10 years ago,” explains Diane Wiest, RN, Senior Director of Risk Management and Donor Health. “The program provides individuals receiving transfusions at many of our regional hospitals with the opportunity to meet the actual donors whose blood they received during the course of their care.”

Wiest confirms that while the act of blood donation itself remains an anonymous act, that the Celebrate Hope program is structured to allow blood donors wishing to remain anonymous to do so, while enabling those donors who would like to meet the recipient of their generosity with the opportunity to unite. Thursday evening’s honoree received approximately 50 blood donations during his/her treatment. That evening, he/she will be meeting 10 of his/her lifesaving blood donors in person, as well as a handful of blood donors via Zoom, as they have moved out of the region.

Since its inception, MKBC’s “Celebrate Hope” program has united seven transfusion recipients with their lifesaving heroes.

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Nemeh adds that another program connecting transfusion recipients to their lifesaving blood donors is MKBC's "Thank the Donor" program, which launched two-and-a-half years ago. This program enables a transfusion recipient to connect with their blood donors anonymously via email giving them the chance to thank the donor for their generous gift of life.

For more information on the Celebrate Hope program, visit GIVEaPINT.org/programs/celebrate-hope/, or the Thank the Donor program, visit GIVEaPINT.org/programs/thank-the-donor/

For additional information on the "Celebrate Hope" event taking place on Wednesday, October 9, 5:00 pm, contact Diane Wiest at dwiest@giveapint.org or Marie Clemens at mclemens@hsc.org

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