

Your Blood. Their Hope.®



MILLER-KEYSTONE
BLOOD CENTER

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GIVEaPINT.org

FOR IMMEDIATE RELEASE

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MILLER-KEYSTONE BLOOD CENTER'S ANNUAL HOLIDAY T-SHIRT PROMOTION LAUNCHING MONDAY, NOVEMBER 25

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) has announced that its annual Holiday T-Shirt promotion starts on Monday, November 25, and will continue through Tuesday, December 31. This year's t-shirt theme is "Ugly T-Shirt, Good Looking Blood Donor!"

Starting November 25, this complimentary, limited-edition t-shirt will be available (*while supplies last*) to individuals registering to donate blood at any MKBC donor center, including Allentown (Cedar Crest), Allentown (Hamilton), Bethlehem, Easton, Pittston or Reading (PA) or Ewing/Trenton (NJ).

According to Blood Center officials, winter is traditionally a challenging time for community blood centers, as holiday activity combined with inclement weather and seasonal illnesses often prevent people from donating blood. However, approximately 350 blood donations are needed every day by our regional hospitals as they care for accident victims, cancer patients, premature babies and others in need of lifesaving blood transfusions.

Information on donor eligibility and upcoming MKBC promotions and giveaways can be found on the Blood Center's website at GIVEaPINT.org.

To schedule a blood donation, download the MKBC Mobile App to your Android or Apple device, visit the MKBC website, or call 800-B-A-DONOR (223-6667).



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