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FOR IMMEDIATE RELEASE

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Date: November 25, 2024

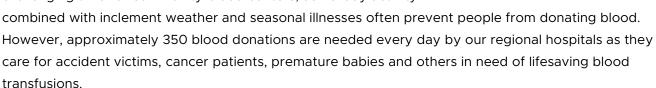
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MILLER-KEYSTONE BLOOD CENTER'S ANNUAL HOLIDAY T-SHIRT PROMOTION LAUNCHING MONDAY, NOVEMBER 25

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



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

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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