



MILLER-KEYSTONE
BLOOD CENTER

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1-800-B-A-DONOR

GIVEaPINT.org

FOR IMMEDIATE RELEASE

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**MILLER-KEYSTONE BLOOD CENTER'S SPRING APPRECIATION
SERIES TAKING PLACE ON FRIDAY, MAY 2**

*Blood Center to Honor Local Leaders, High Schools, Blood Drive Sponsors, and
Corporate and Foundation Funders at Doubletree By Hilton Reading*

READING, PA – Officials at Miller-Keystone Blood Center (MKBC) have announced that the first event of its two-part Spring 2025 Appreciation Series will take place at the Doubletree By Hilton Reading on Friday, May 2 at 9:00 AM (registration begins at 8:30 AM).

“Last year, we launched our Appreciation Series as a very special set of Spring and Fall events honoring individuals and organizations in our community that support the Blood Center’s lifesaving mission,” said Krista Hill, Community Engagement Manager, MKBC.

Hill explained that the Spring event recognizes high schools, colleges, businesses, churches and other organizations that sponsor blood drives with Miller-Keystone Blood Center, as well as corporate and foundation funders. The Blood Center will also announce its 2024 Local Leader award recipients - those organizations which sponsored blood drives and collected a minimum of 200 lifesaving blood donations in 2024. Included among the 2024 MKBC Local Leader Award recipients are East Penn Manufacturing, Daniel Boone High School, Reading Hospital/Tower Health, Fleetwood High School, EnerSys, and more.

“Miller-Keystone Blood Center is extremely grateful for our blood donors, blood drive sponsors, and financial supporters,” added Lina Barbieri, Chief Financial Officer, MKBC. “Every single one of them, as well as our volunteers and staff, are critically important to the operations of our organization. Without the support and generosity of these individuals and organizations, we would not be able to provide the lifesaving blood products that our community depends on.”

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Miller-Keystone Blood Center currently provides blood products to the Tower Health network, including Reading Hospital, Pottstown Hospital and Phoenixville Hospital; Geisinger, St. Luke's University Health Network and the Lehigh Valley Health Network, and also serves as a resource to other healthcare facilities during emergencies. Last year, it distributed nearly 100,000 transfusable blood products including red blood cells, platelets and plasma.

"For more than 50 years, MKBC has had the privilege of serving over three million residents across a 20-county radius, including Berks County and its neighboring communities," Barbieri concludes.

"We are grateful for this opportunity to recognize and celebrate the many individuals and organizations that partner with us every day to give the gift of life."

Premier sponsors of the Blood Center's 2025 Appreciation Series include Highmark, PNC Bank, and the St. Luke's University Health Network. A full list of event sponsors, as well as additional event details, can be found on MKBC's website at GIVEaPINT.org/programs/mkbc-appreciation-series.

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