

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

**MEDIA ADVISORY**

**Date: April 2, 2026**

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**MILLER-KEYSTONE BLOOD CENTER AND LEHIGH VALLEY HOTELS  
LAUNCH “ROOM FOR LIFE” BLOOD DONATION CAMPAIGN**

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC), in partnership with leaders in the Lehigh Valley hospitality industry, has announced the launch of a month-long blood donation promotion dubbed “Room for Life.” The campaign, spearheaded by the Joshi Hotel Group, launched Wednesday, April 1, and will conclude on Thursday, April 30.

“As a proud Lehigh Valley native, I believe it’s critical that we support our local blood bank,” said Andrea C. Weismiller, Vice President of Sales, Joshi Hotel Group. “Given the significant footprint of the hospitality industry in our region, we saw an opportunity to come together and make an even greater impact. Through this campaign, we’re inviting our partners, clients, customers, family, and friends to join us in supporting a cause that truly saves lives.”

The “Room for Life” initiative aims to raise awareness of the ongoing need for blood donations while increasing donor participation across the region. The campaign invites local businesses, hotel staff, guests, and community members to take part in a friendly competition, while helping to maintain a stable blood supply for area hospitals.

Each participating hotel has been assigned a unique sponsor code which individuals can present when donating at any MKBC donor center in the Lehigh Valley (Allentown, Bethlehem, Easton). Donations will be tracked throughout the month-long campaign, with final results and the winning hotel announced following the campaign’s conclusion.

“Every two seconds, someone in the United States needs blood,” explained MKBC’s Scott Langensiepen, Marketing Manager. “Donated blood supports trauma care, cancer treatment, surgeries, childbirth, and many other critical medical needs.”

“Despite ongoing efforts, blood shortages remain a nationwide challenge, making consistent donor participation essential,” he added. “The hospitality industry’s strong culture of service, leadership, and community engagement makes it a natural partner in supporting our community blood supply.”

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Lehigh Valley hotels participating in the “Room for Life” campaign include:

- Best Western Allentown Lehigh Valley
- Four Points by Sheraton Allentown Lehigh Valley
- The Grand Eastonian Hotel & Suites
- Hampton Inn Easton
- Hilton Garden Inn Allentown Bethlehem Airport
- Home2 Suites Allentown Bethlehem Airport
- Home2 Suites Easton
- Ramada Allentown Bethlehem
- Springhill Suites Allentown Center Valley
- Staybridge Suites Allentown Bethlehem Airport
- TRU Easton
- Woodspring Suites Allentown

Additional information on the “Room for Life” Hospitality Blood Drive Campaign is available at [GIVEaPINT.org/room-for-life](https://GIVEaPINT.org/room-for-life).

Blood donation appointments can be scheduled online at [GIVEaPINT.org](https://GIVEaPINT.org), by scanning the QR code, through the MKBC mobile app (available for Android and Apple devices), or by calling 800-B-A-DONOR (223-6667) x2.



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