



HONORARY CAPTAIN

Stephen H. Patterson
TD Bank

DEVELOPMENT DIRECTOR

Sandra D. Thomas, Miller-Keystone Blood Center

CRUISE COMMITTEE

Heidi A. Alwine, TD Bank

Paula Buchvalt, Air Products

Marie Clemens, Hospital Central Services, Inc.

Mary Diehl, The Morning Call

Carla Hickey, Girl Scouts of Eastern PA

Laura Hollingsworth, Miller-Keystone Blood Center

Heather Kowatch, Capital BlueCross

Corine Kraemer, Lafayette Ambassador Bank

Kimberly Lipsky, Klunk & Millan

Shirley Miller, Community Representative

George Nabb, Dream Events

Linda Nabb, Dream Events

Nanci Oakley, Brown Daub Dealerships

Naomi Pratt, Miller-Keystone Blood Center

Joan Reese, Miller-Keystone Blood Center

Joe Reybitz, Select Sales

Rebecca Shoemaker, Guardian Life Insurance

Kathy Stover, Hospital Central Services, Inc.

Dan Walsh, Viamedia

Kristen Wannisky, Embassy Bank for the Lehigh Valley

FOR IMMEDIATE RELEASE

Contact:

Marie S. Clemens, Corporate Director, Communications
610-791-2222, ext. 2293 * mclemens@hsc.org

December 21, 2010

MILLER-KEYSTONE BLOOD CENTER ANNOUNCES NEW VENUE FOR 2011 FUNDRAISER

ArtsQuest Center at SteelStacks™ to host 17th Annual “Cruise Aboard the LifeLine”

BETHLEHEM, PA – Miller-Keystone Blood Center has announced that its 2011 “Cruise Aboard the LifeLine” signature fundraiser will be held on **Friday, May 13, 2011**. Theme of the “Friday the 13th” event will be “**Cruise to Transylvania.**”

Presenting sponsor and host of the 2011 Cruise will be the **ArtsQuest Center at Steel Stacks™**, Bethlehem; and serving as Honorary Captain of the 17th annual event is **Stephen H. Patterson**, Regional Senior Vice President/Lehigh Valley Region, TD Bank.

Funds from the annual Cruise fundraiser provide Miller-Keystone with much-needed revenue in support of technology, equipment, and other programs and services that assist the Blood Center with providing a safe, stable and constant blood supply for our community. Miller-Keystone currently serves as the **only blood provider** to 21 hospitals in our region, including Easton Hospital, Lehigh Valley Health Network, Sacred Heart Hospital and the St. Luke’s Hospital and Health Network. Last year, the Blood Center scheduled more than 118,000 donors, collecting nearly 101,000 units of blood, which were processed into over 172,000 life-saving blood products.

- - continued - -

- - Miller-Keystone Blood Center - -

- - pg 2 of 2 - -

For more information on the 2011 “Cruise Aboard the LifeLine,” contact Sandra D. Thomas, Director of Development, at 610-691-5850, ext. 1292, or develop@hcsc.org, or visit the Blood Center’s web site at www.GiveAPint.org.

ABOUT ARTSQUEST

ArtsQuest™ is a Bethlehem, PA-based nonprofit dedicated to presenting music, arts, cultural experiences and educational and outreach programs that aid in economic development, urban revitalization and community enrichment. Through festivals such as its flagship event, Musikfest®, and the Banana Factory® cultural arts and education center, ArtsQuest’s programming currently reaches more than 1.3 million people annually.

ArtsQuest is furthering its mission of celebrating arts and culture through the development of the ArtsQuest Center at SteelStacks™. The 65,000-square-foot building, set to open in May 2011, will feature live music, independent and scientific films, new festivals and community celebrations year-round, reaching an additional 750,000 people each year.

For more information on ArtsQuest, visit www.artsquest.org or call 610-332-1300.

- - E N D - -