



MILLER-KEYSTONE

BLOOD CENTER

FOR IMMEDIATE RELEASE

January 7, 2011

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MILLER-KEYSTONE BLOOD CENTER TO OPEN NEW DONOR CENTER IN LIONVILLE SHOPPING CENTER

Grand Opening Celebration Scheduled for Wednesday, January 26

LEHIGH VALLEY, PA – Officials at Miller-Keystone Blood Center today announced the opening of a new Chester County donor center located in the Lionville Shopping Center, 128 Eagleview Boulevard, Lionville (Exton) PA. The new donor center is slated to open for blood collections on Monday, January 17, 2011.

“In July 2010, Miller-Keystone Blood Center was announced as the exclusive blood supplier to Brandywine Hospital and Phoenixville Hospital,” explains Joseph Yelo, Vice President of Administration. “In this capacity, Miller-Keystone serves as the ***only blood supplier*** to these institutions. No other blood organization supplies the hospitals, and ***only blood donated through Miller-Keystone is being transfused at these facilities.***”

He notes that Miller-Keystone Blood Center is a ***not-for-profit organization*** similar to other U.S. blood centers and accepts only volunteer blood donations, adding that Miller-Keystone’s history of compliance with FDA requirements, combined with the ISO9001:2008 certification, demonstrates the organization’s commitment to quality and service excellence.

“The Blood Center recently reached an agreement to lease space in the Lionville Shopping Center,” Yelo continues, confirming that the new donor center, which is approximately 3400 square feet, will initially include four (4) donor chairs for whole blood collections and two (2) chairs for automated collections, which allows the blood donor to give a specific blood component (such as red cells, platelets or plasma) needed for patient transfusion support.

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“This new location at the Lionville Shopping Center provides blood donors in the Chester County area with a variety of opportunities to donate blood,” says Yelo, who notes that the new center will be open Monday through Saturday, and offer morning, afternoon and evening appointments for the convenience of blood donors in the region.

The Center will also provide autologous services for patients who can give their own blood for upcoming elective surgery.

Miller-Keystone’s Lionville Donor Center will be open:

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| • Mondays | 7:30am-2:00pm | • Thursdays | 12:00pm-7:00pm |
| • Tuesdays | 12:00pm-7:00pm | • Fridays | 7:30am-2:00pm |
| • Wednesdays | 12:00pm-7:00pm | • Saturdays | 6:30am-1:00pm |

To be eligible to donate, individuals must be 17 years of age or older and weigh a minimum of 110 pounds. All donors are required to bring photo identification with signature or printed name with signature (such as driver’s license or credit card).

“Donating blood is a completely safe and easy process. After donation, individuals are asked to spend 20 minutes in our canteen, where they are offered cookies, soda and other refreshments,” Yelo explains, adding that another benefit of donating blood is that the Center performs complimentary cholesterol testing with the blood donor receiving their cholesterol results in the mail shortly after their donation. “With our busy lives, in what other way can you give only an hour of your time and lives of as many as three people?”

To celebrate the opening of the new donor center, the Blood Center will be hosting a Grand Opening Celebration on Wednesday, January 26, from 3:00pm-6:00pm, with an official ribbon-cutting hosted by the Exton Chamber of Commerce taking place at 4:00pm All local residents are invited to stop by to tour the new facility, meet our staff and learn more about Miller-Keystone Blood Center, Chester County’s new community blood supplier.

To schedule an appointment to donate at Miller-Keystone Blood Center's new Lionville Donor Center, call 800-223-6667; or to arrange for a blood drive at your location, contact Sherry Kramer, Donor Resources Representative, at 610-926-6060 x 1119 or skramer@hcsc.org.

About Miller-Keystone Blood Center. Established in 1971, Miller-Keystone Blood Center is a not-for-profit, 501(c)(3) community organization that serves as the *only provider of blood products* to 21 hospitals in ten Pennsylvania and New Jersey counties, including Brandywine Hospital, Phoenixville Hospital and Pottstown Memorial Medical Center. 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. For more information on any of the programs or services offered by the Blood Center, visit our web site at www.GIVEaPINT.org.

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