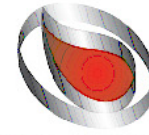


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MILLER-KEYSTONE
BLOOD CENTER

FOR IMMEDIATE RELEASE

Tuesday, May 23, 2023

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MILLER-KEYSTONE BLOOD CENTER LAUNCHES “DROPS” RECRUITMENT CAMPAIGN

LEHIGH VALLEY, PA – Officials at Miller-Keystone Blood Center (MKBC) have announced the launch of the “Drops” recruitment campaign. According to Rami Nemeh, Chief Operating Officer, MKBC, the “Drops” campaign was established as an additional method to reach members of the community and encourage them to donate blood.

“Our country is in the midst of the most critical national blood shortage in history,” explains Mr. Nemeh. “However we still need to collect approximately 350 blood donations every day to meet the transfusion needs of hospital patients in our region. This may include accident victims, cancer patients, accident and burn victims, patients with inherited diseases such as sickle cell, and more.”

“The ‘Drops’ campaign is another way for us to connect with potential new blood donors, as well as our existing blood donors, throughout our service area to educate them on the critical importance of blood donation,” he says.

“Each month, our ‘Drops’ partners will receive customized messaging in multiple formats, based on how the organization communicates with its employees – whether it be by company newsletter, email messaging, digital signage, or social media,” says Keith Vogrin, Marketing Manager, MKBC. “The monthly content will include general information on the importance of donating blood, donor eligibility information, MKBC Donor Center locations, upcoming Blood Center events/promotions, and more.”

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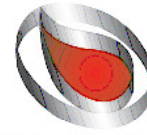
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“Partnering organizations will disperse this information to their employees, encouraging them to schedule an appointment. They will also set goals for their recruitment efforts, which the Blood Center will track and provide back to the organizations,” he notes, adding that participating organizations will be recognized on the Blood Center’s social media, including Facebook, Instagram, Twitter and LinkedIn.

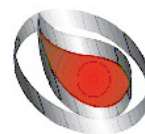
Mr. Nemech confirms that organizations reaching 200 units or more collected over the course of the year will also qualify for MKBC’s Local Leader Award, which provides recipients with an engraved plaque and social media publicity. In addition to social media promotion and placement on the MKBC website, participating “Drops” businesses will also be featured on digital signage at all donor center locations.

For additional details or to register your organization for MKBC’s “Drops” campaign, contact Keith Vogrin, Marketing Manager, at kvogrin@giveapint.org; or visit GIVEaPINT.org/drops-campaign.



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