

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

FOR IMMEDIATE RELEASE

Date: October 3, 2024

Monika Wiegiers, Director of Donor Relations
Miller-Keystone Blood Center
610-691-5850, ext. 1227 | mwiegiers@giveapint.org

Krista Hill, Community Engagement Manager
Miller-Keystone Blood Center
610-691-5850, ext. 1254 | khill@giveapint.org

ABBOTT AND THE BIG TEN CONFERENCE HOSTING NATIONAL BLOOD DRIVE CAMPAIGN

Participating Miller-Keystone Blood Center Donors Can Enter To Win A Trip To The 2024 Discover® Big Ten Football Championship!

LEHIGH VALLEY, PA – Abbott, a global healthcare leader that helps people live more fully at all stages of life, and the Big Ten Conference are hosting a national blood donation competition called the “We Give Blood Drive.” The goal of the campaign is to help rebuild the nation’s blood supply and ensure no one in need of blood has to go without it.

“The United States is in the midst of the largest blood shortage in history,” says Monika Wiegiers, Director of Donor Relations, Miller-Keystone Blood Center (MKBC). “We are proud to partner with Abbott and the Big Ten Conference to support this very important blood drive competition.”

Wiegiers explains that the “We Give Blood Drive” is a competition to see which of the 18 Big Ten Conference universities can complete the most donations. The winning Big Ten school will receive a \$1 million donation to advance student and/or community health, while participating blood donors can enter to win a trip to the 2024 Discover® Big Ten Football Championship Game on December 7, 2024. Individual donors will also be offered a free one-month subscription to B1G+.

“Donating blood is safe and easy, and takes less than one hour,” explains Krista Hill, Community Engagement Manager, MKBC. “Students, alumni, and fans supporting the ‘We Give Blood Drive’ can donate at blood centers across the country. Every donation scores one point for a Big Ten school on the leaderboard.”

People can track their favorite Big Ten school on the leaderboard at: bigten.org.

For additional information on the “We Give Blood Drive” competition or to schedule your donation in support of the event, visit GIVEaPINT.org/promotions/we-give-blood-drive/.

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