

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: December 4, 2024**

Keith Vogrin, Director of Marketing  
Miller-Keystone Blood Center  
610-691-5850, ext. 1235 | [kvogrin@giveapint.org](mailto:kvogrin@giveapint.org)

Krista Hill, Community Engagement Manager  
Miller-Keystone Blood Center  
610-691-5850, ext. 1254 | [khill@giveapint.org](mailto:khill@giveapint.org)

**MILLER-KEYSTONE BLOOD CENTER CELEBRATING PLATELET  
DONORS IN DECEMBER**

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) has announced that individuals donating platelets at any MKBC. Donor Center (Bethlehem, Cedar Crest, Easton, Hamilton Street, Pittston, Reading or Ewing) or MKC Satellite (Brodheads ville, Exton, Quakertown, Wind Gap) in December will be automatically entered in to a raffle to win one of three e-gift cards which can be used at a wide variety of 135+ merchants:

- \$500 – One gift card will be awarded
- \$250 – Two gift cards will be awarded

“This time of year is a challenging time for community blood centers, as holiday activity combined with accidents, inclement weather and seasonal illnesses,” says Keith Vogrin, Director of Marketing, MKBC.

“However, approximately 350 blood donations are required every day to meet the transfusion needs of our regional hospitals.”

Mr. Vogrin confirms that these lifesaving blood donations are used in the lifesaving treatment of cancer patients, premature babies, accident victims, surgery and transplant patients, and individuals with inherited blood disorders, such as thalassemia or sickle cell disease.

“What many people don’t realize is that platelets only have a usable lifespan of seven days,” adds Krista Hill, MKBC Community Engagement Manager. “Blood and platelets are perishable, and there is no substitute. That is why having a steady stream platelet donors is critical to the health and welfare of our community.”

Upon donating, new/first-time platelet donors will automatically receive two promotional entries; existing platelet donors will receive one promotional entry for his/her first donation, and two entries for any additional platelet donations during the month.

“When you donate with Miller-Keystone Blood Center, your donation remains right here in your community, helping your family, friends and neighbors,” Mr. Vogrin concludes.

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Miller-Keystone Blood Center currently serves as blood provider to the St. Luke's University Health Network, Geisinger Health System, Grand View Health, Tower Health, and the Lehigh Valley Health Network.

Individuals can be automatically entered into Miller-Keystone's holiday platelet promotion by scheduling their December appointment today. Simply call the Blood Center at 800-B-A-DONOR (223-6667), visit the MKBC website at visit [GIVEaPINT.org](https://GIVEaPINT.org), or schedule via the MKBC Donor Mobile App, available on Google Play or at the Apple Store.

A full list of current and upcoming Blood Center promotions can also be found on the website at [GIVEaPINT.org/promotions/current-promotions/](https://GIVEaPINT.org/promotions/current-promotions/).

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