

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

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MILLER-KEYSTONE BLOOD CENTER ANNOUNCES LAUNCH OF UNIVERSAL HERO CLUB

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) has announced the launch of its new “Universal Hero Club”. This program is designed to ensure a safe and steady stream of O negative and O positive blood, as well as AB plasma, for local hospital patients by encouraging Universal Blood Donors and Universal Plasma Donors to make a commitment to donate regularly.

According to Monika Wieggers, Director of Donors Relations, MKBC, “The red blood cells from an O-negative, and/or or the plasma from an AB (positive/negative) donor can be transfused to anyone in need, regardless of blood type. Additionally, the red blood cells from an O-positive donor can be transfused to any patient with an Rh-positive blood type. These blood and plasma donations is especially important in accident/trauma cases, where there may not be time to identify a patient’s specific blood type.”

Wieggers confirms that individuals with the O-negative or O-positive blood type committing to donate whole blood four or more times in a rolling 12-month period, as well as individuals with the AB-positive or AB-negative blood type who pledge to give plasma at least eight times in a rolling 12-month period, will receive a special MKBC gift when their commitment is fulfilled. Donors exceeding these blood donation goals have the opportunity to earn up to two \$25 e-gift cards for additional donations during the course of the rolling 12-month period.

“Our Universal Heroes Club is an **opt-in program, which means donors** are not automatically enrolled, they must voluntarily join,” notes Keith Vogrin, Director of Marketing, MKBC. “Donors can enroll at any time by visiting our website at GIVEaPINT.org/universal-hero-club/; they can also enroll when visiting any Miller-Keystone location for their next lifesaving blood donation. Simply let MKBC reception staff know that you would like to join, and they will gladly assist you.”

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Vogrin adds that individuals joining the Universal Hero Club will also receive a customized “punch” card to bring to each donation appointment. Blood Center staff will initial and verify each appointment, to help track progress towards fulfilling one’s commitment.

For additional details or to sign up for Miller-Keystone Blood Center’s Universal Hero Club, visit GIVEaPINT.org/universal-hero-club/; or to schedule your next lifesaving blood donation, visit GIVEaPINT.org, download the MKBC Donor Mobile App for your Android or Apple device, or call 800-B-A-DONOR (223-6667).

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