

COMMUNITY CONNECTION Drops

A MILLER-KEYSTONE BLOOD CENTER PUBLICATION



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Meet Our "New" President & CEO!

Many of us take to heart the stories of our parents, grandparents, and great-grandparents who immigrated to the United States from various corners of the world. This narrative holds personal significance for our new President & CEO, Rami Nemeh. After immigrating from Syria in 1997 as a young man with limited English skills, Rami's journey took an unexpected turn while working at a textile-cutting factory in Allentown. One day, while driving through Bethlehem, he spotted the headquarters of the Miller-Keystone Blood Center. Curious about the organization, he decided to drop in and ask about job openings—that simple moment of curiosity set a remarkable career path in motion.



**TO READ RAMI'S FULL STORY, CLICK
HERE!**

January is National Blood Donor Month!

NATIONAL
**BLOOD
DONOR**
MONTH



Did you know that every two seconds in the United States, someone urgently needs blood? This critical demand extends beyond unexpected emergencies like car accidents, encompassing a broad spectrum of medical treatments. Patients undergoing cancer therapies, cardiovascular or orthopedic surgeries, organ and bone marrow transplants, and even

premature infants often rely on blood transfusions. Additionally, individuals with inherited blood disorders, such as sickle cell anemia, are particularly dependent on a safe and stable community blood supply.

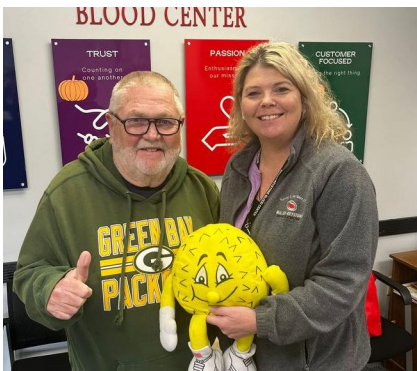
Despite 65% of Americans being eligible to donate blood, only 3% currently do so. Moreover, just 12% of blood donations come from individuals in communities of color, underscoring the urgent need to diversify our donor base. Between 2019 and 2021, blood donations from individuals aged 65 and older increased by 40%, further emphasizing the importance of engaging younger and more diverse donors to ensure

that blood is available to anyone in need.

Since 1970, January has been recognized as **National Blood Donor Month**—a time to honor the extraordinary generosity of volunteer blood donors and raise awareness about the critical need for blood donations. At MKBC, we extend our heartfelt gratitude to those who selflessly give the gift of life and encourage everyone eligible to join this vital effort. Your generosity not only saves lives today but also provides hope for a healthier, brighter future for countless individuals in need.

[CLICK HERE FOR STORIES OF LIVES SAVED BY OUR AMAZING BLOOD DONORS!](#)

Congratulations to our latest **Gallon Donor Honorees!**



Thomas B - 75 Gallons



Brian L - 50 Gallons

Blood Center Launches **Universal Hero Club**

In December 2024, MKBC launched the **Universal Hero Club** to recognize and reward our O-negative/O-positive red blood cell donors and AB-positive/AB-negative plasma donors for their

commitment to our community blood supply. The red blood cells from an O-negative donor, 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 are especially important in accident/trauma cases, where there may not be time to identify a patient's specific blood type.



[FOR PROGRAM DETAILS AND TO OPT-IN, CLICK HERE!](#)

LAUNCHING THIS MONTH!
Your Blood, Their Hope Podcast



MKBC is eagerly preparing for the January 14 launch of our highly anticipated podcast, "Your Blood, Their Hope!"

The monthly podcast is hosted by Krista Hill, MKBC Community Engagement Manager, and Jonathan Ortiz, Team Leader at MKBC's Hamilton Donor Center, and is produced by our IT and in-house audio specialist, Jesse Kendra.

The broadcast will feature stories highlighting some of our amazing blood donors and blood drive sponsors, as well as grateful transfusion recipients and some of our dedicated Blood Center staff. In addition, we will share information on why it is important to donate blood, how easy it is to sponsor a blood drive, what the current donation eligibility guidelines are, and more.

PODCAST INFORMATION AND PAST EPISODE GUIDE CAN BE FOUND HERE!

Bring a Friend to Donate in Jan/Feb - and you both win!

Bring a Friend is MKBC's annual January/February program in which an existing blood donor brings along a friend who has never donated with us before.

After successfully donating, both donors receive a \$25 e-gift card for their generous support of our community! Find a family member or friend who has never given blood with Miller-Keystone Blood Center, and schedule your lifesaving donations today. What better way to start the New Year than by saving lives together?



Take a Selfie while donating, and you can win!

In celebration of **National Blood Donor Month**, we're encouraging our blood donors to snap a selfie while donating for the chance to win! Simply snap a pic - in the donor chair, in the canteen, wherever you're most comfortable. Post on your social media and use **#MKBCSelflessSelfies** - depending on what social media you use, be sure to tag us and/or check in as well!



Each week, the pic receiving the most interaction (likes, comments, shares) will receive 500 points towards our **Frequent Lifesaver Club**. And at the end of the month, all participating selfies will be automatically entered to win a \$25 e-gift card!

Rascal Flatts Life is a Highway Tour 2025 |
January 1 - February 28

Enjoy the Comedy of Sebastian Maniscalco |

[CLICK HERE FOR A FULL LIST OF PROMOTIONS & GIVEAWAYS!](#)

Did You Know...



How many community blood centers are there in the United States, and how much blood do they collect?

According to the U.S. Food and Drug Administration's (FDA) Blood Establishment Registration database, there are 53 community blood centers and 90 hospital-based blood centers in the United States.

Independent, community blood centers - including Miller-Keystone Blood Center - collect approximately 60% of the nation's blood supply.

MKBC's "Drops" Recruitment Program Helps To Engage & Educate Employees

MKBC's "Drops" program is an employee communication program designed for organizations to engage and educate their employees on the importance of blood donation in our community. Miller-Keystone Blood Center provides content to you to share with your employees on a monthly basis through your internal communication vehicles – whether through a newsletter, email distribution, social media or digital display.

Content may include general information on our community blood supply, donor eligibility guidelines, MKBC locations/hours of operation, information on MKBC community engagement programs, etc.

[CLICK HERE FOR MORE INFO OR TO JOIN MKBC'S DROPS RECRUITMENT PROGRAM!](#)





Thank you so much for your blood donation! My husband really needed it today and we are very grateful. Please know that what you do does save lives!



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Miller-Keystone Blood Center | 1465 Valley Center Parkway | Bethlehem, PA 18017 US

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