

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 23, 2024

Keith Vogrin, Director of Marketing
Miller-Keystone Blood Center
610-691-5850, ext. 1235 | kvogrin@giveapint.org

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

**CELEBRATE NATIONAL BLOOD DONOR MONTH WITH YOUR
LIFESAVING BLOOD DONATION**

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) is encouraging all eligible individuals to roll up their sleeves and donate blood in January, in recognition of National Blood Donor Month 2025!

“Miller-Keystone Blood Center is the only community blood center serving our regional hospitals,” explains Keith Vogrin, Director of Marketing. “Approximately 350 blood donations are needed every day to meet the transfusion needs of these facilities as they care for accident victims, cancer patients, premature babies, surgical patients, and others in need of lifesaving transfusions.”

“It is important to remember that blood is perishable,” adds Monika Wieggers, Director of Donor Relations. “Red blood cells have a shelf life of 42 days, while platelets have a usable lifespan of just seven (7) days, making the need of a steady stream of donors critical to the health and welfare of our community. These blood products cannot be manufactured, they can only be obtained through the generosity of volunteer blood donors.”

Vogrin notes that to recognize and celebrate the commitment of its blood donors, Miller-Keystone Blood Center launched a new and improved donor rewards program in July 2024.

“Our **Frequent Lifesaver Club** recognizes and rewards our dedicated donors for saving lives through the generous act of voluntary blood donation,” he explains. “A donor earns points every time they donate. Simply put, the more often someone donates, the more points they will earn.”

Vogrin says that MKBC’s Frequent Lifesaver Club is an opt-in program, noting that donors are not automatically enrolled, they must voluntarily join by logging into their online donor portal.

-- continued --

BETHLEHEM | ALLENTOWN | EASTON | READING | PITTSTON | EWING



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

-- Miller-Keystone Blood Center --

-- pg 2 of 2 --

Wieggers adds that individuals donating in the month of January can also participate in a number of Blood Center promotions and events, including:

- **Bring a Friend:** existing MKBC blood donors are encouraged to bring along a friend who has never donated with MKBC before. Both donors will receive a \$25 electronic gift card for their generous support of our community.
- **Rascal Flatts Life is a Highway Tour:** individuals registering to donate from January 1 – February 28 can enter to win a pair of tickets for Rascal Flatts at the PPL Center on Saturday, March 15, 7pm. Two pairs of tickets will be awarded.
- **Enjoy the Comedy of Sebastian Maniscalco:** individuals registering to donate from January 1 – March 6 can enter to win a pair of tickets for Sebastian Maniscalco at the PPL Center on Thursday, March 13, 7:30pm. Two pairs of tickets will be awarded.

In addition, the Blood Center is holding a “Selfless Selfies” contest during National Blood Donor Month, encouraging donors to share a selfie when they visit MKBC to donate blood.

Additional details on all Blood Center promotions and events can be found on Miller-Keystone Blood Center’s website at GIVEaPINT.org. To schedule an appointment visit the MKBC website, scan the QR code, download the MKBC Donor Mobile App for your Android or Apple device, or call 800-B-A-DONOR (223-6667).



#####

BETHLEHEM | ALLENTOWN | EASTON | READING | PITTSTON | EWING

