

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: February 11, 2025

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MILLER-KEYSTONE BLOOD CENTER ISSUES PLEA FOR BLOOD DONATIONS AHEAD OF PENDING INCLEMENT WEATHER

Individuals Donating Now Through February 18 Will Receive 500 Bonus Points Towards Their Frequent Lifesaver Club Membership

LEHIGH VALLEY, PA – Officials at Miller-Keystone Blood Center (MKBC) have issued a request for donations of all blood types and platelets at this time.

“The winter months are traditionally a difficult time for community blood centers, as inclement weather combined with accidents and seasonal illnesses often prevent people from donating blood,” explains Monika Wiegiers, Director of Donor Relations. “Ice storms and inclement weather over the past week have resulted in the cancellation of numerous blood donation appointments, as well as the cancellation of several regional blood drives.”

“However, the demand for blood by our regional hospitals remains constant,” she continues, emphasizing that Miller-Keystone Blood Center requires approximately 350 blood donations each day to support cancer patients, accident victims, premature infants, and others in need of lifesaving transfusions at our community hospitals.

Wiegiers confirms that individuals donating blood or platelets now through February 18 will receive 500 bonus points towards his/her Frequent Lifesaver Club membership; donors must be enrolled in MKBC’s Frequent Lifesaver Club in order for bonus points to be applied. As part of MKBC’s “Bring a Friend” promotion, donors are also encouraged to bring along a friend who has never donated with Miller-Keystone Blood Center before. After successfully donating, both blood donors receive a \$25 electronic gift card for their generous support of the community.

“Blood is perishable and cannot be manufactured, it can only come via the generosity of volunteer blood donors,” Wiegiers concludes.

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To schedule an appointment visit the MKBC website at GIVEaPINT.org, scan the QR code, download the MKBC Donor Mobile App for your Android or Apple device, or call 800-B-A-DONOR (223-6667).



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