

Your Blood. Their Hope.®



**MILLER-KEYSTONE**  
BLOOD CENTER

1465 Valley Center Parkway, Bethlehem, PA 18017

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1-800-B-A-DONOR

GIVEaPINT.org

**FOR IMMEDIATE RELEASE**

**Date: January 14, 2025**

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**MILLER-KEYSTONE BLOOD CENTER HOSTING  
BLOOD DONOR MADNESS COMPETITION**

*The Winning College Will Receive A \$10,000 Award To Its Scholarship Fund*

LEHIGH VALLEY, PA – Officials at Miller-Keystone Blood Center (MKBC) have announced the inaugural “MKBC Blood Donor Madness” – a promotion designed to increase blood donations in the community by creating a fun, friendly competition between the colleges and universities in the Lehigh Valley.

“43% of blood donations in our region come from individuals over the age of 55,” said Monika Wieggers, Director of Donor Relations. “What is concerning is the fact that only 18% of blood donations are from individuals between the ages of 16 and 24.”

As older blood donors tend to become those in need of blood transfusions, or to be deferred due to medication or health-related issues, younger individuals are not donating blood at the same rate, potentially leading to longer and greater incidents of blood shortages in the region, she noted.

“Blood is perishable and it cannot be manufactured,” she explained. “It can only be given through the generosity of volunteer blood donors who make time in their busy schedules to visit a donor center or blood drive to give the gift of life.”

“We are excited about our MKBC Blood Donor Madness promotion as we encourage young adults to become life-long blood donors,” MKBC’s Director of Marketing, Keith Vogrin added, confirming that Capital BlueCross is a sponsor of the first annual event.

MKBC Blood Donor Madness launched on Monday, January 13, and will run for 12 weeks. During this time, colleges and universities in the Lehigh Valley will compete with each other to see who can collect the most blood donations. These donations can be collected at college-sponsored MKBC blood drives, as well as at MKBC donor center locations (including Allentown, Bethlehem and Easton).

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Schools committed to participating in the inaugural MKBC Blood Donor Madness competition include Cedar Crest College, DeSales University, Lafayette College, Lehigh Carbon Community College, Lehigh University, Moravian University, Muhlenberg College, Northampton Community College, and Penn State Lehigh Valley.

“The school collecting the most lifesaving blood donations will be crowned as our 2025 College Champion,” Vogrin said, explaining that the total number of blood donations will be weighted, based on the total student population at each school.

Winners will be announced the week of April 7, 2025, with an awards presentation slated for the week of April 14, 2025. Each school will have a goal of 4% of their student population. If the goal is attained, the school will receive a \$1,000 award for its college scholarship fund, with the winning college or university being awarded a \$10,000 award for its scholarship fund. In addition, student and school faculty donors will have the opportunity to win randomly selected prizes, such as gift cards, air pods or sneakers.

“While the competition and individual prizes are geared towards student blood donors, everyone is encouraged to donate in the name of their favorite Lehigh Valley college to boost the school’s chance at winning a \$10,000 scholarship,” Vogrin concluded, noting that faculty, family, friends and others can donate towards the competition by giving the group code for their favorite school when arriving for his/her blood donation.

For additional information, including the list of participating schools and their MKBC group codes, visit [GIVEaPINT.org/donormadness/](https://GIVEaPINT.org/donormadness/) or scan the QR code.



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