

# COMMUNITY CONNECTION Drops

A MILLER-KEYSTONE BLOOD CENTER PUBLICATION



FEBRUARY 2025

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## The Heart of Giving

Lieselotte (Lotte) Bacho isn't entirely sure what drives her to donate blood so often—it's just something she's always been drawn to do. "When you hear stories about blood shortages, it really sticks with you," Lieselotte shares. "Growing up, I was so aware of the need for blood, that donating just became second nature."



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

## National Heart Month 2025

Blood donations play a critical role in supporting patients undergoing heart surgeries. These surgeries include procedures like coronary artery bypass grafting or heart valve repairs, often have significant blood loss requiring transfusions. Just one more reason to make your appointment to donate blood at Miller-Keystone Blood Center!



**SCHEDULE YOUR LIFESAVING BLOOD DONATION  
HERE!**



## We Want To Hear From You!

At MKBC, we believe in the power of stories and connecting with others! From donors to recipients, employees, supporters, community partners and more, every story matters and helps inspire others to save lives.

**That's why we want to hear from YOU!** It's time to share your story about how blood donation has impacted your life. Email your story to

[CLICK HERE TO TELL US YOUR STORY!](#)

## Miller-Keystone Blood Center Hosting Blood Donor Madness Competition

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



MKBC officials recently 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.

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 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).

[FOR ADDITIONAL DETAILS AND THE LATEST LEADERBOARD, CLICK HERE!](#)

THANK YOU TO OUR MADNESS SPONSOR



## Bring a Friend to Donate in February - and you both win!

**Bring a Friend** is MKBC's annual 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?**

**F.R.I.E.N.D.S**  
The One When Friends  
Donated Blood

[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!**

## Your Blood, Their Hope Podcast

If you happened to miss last month's exciting announcement, our "Your Blood. Their Hope." podcast has officially launched!

After a short introductory piece, "Myths of Blood Donation Pt 1" aired on January 14, followed-up by "Myths of Blood Donation Pt 2" on January 21. The next edition, a two-part interview with transfusion recipient Sofia Groves, premiered on Tuesday, February 4, at 10AM.



**FOR PODCAST INFORMATION AND EPISODE GUIDE CLICK HERE!**

## Did You Know...



**How often do individuals in the United States donate blood?**

According to [America's Blood Centers U.S. Blood Donation Statistics and Public Messaging Guide](#):

**On average, individuals donate 1.8 times per year.**

*If everyone who donates blood once per year would increase to two donations per year, we would likely never experience another blood shortage!*

## MKBC's Veterans Still Serving Program







It is always a privilege for our staff to present our blood donors with an MKBC Challenge Coin, a token of thanks and appreciation for their military service!



I want to thank you for your donation. I have been struggling with anemia for the past few months and after receiving the blood donation today it is the first time in a long time that I have started to feel a little better. I still have four weeks of iron infusions to go but with your donation, my healing has begun. God bless you.



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