

Your Blood. Their Hope.®



MILLER-KEYSTONE
BLOOD CENTER

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GIVEaPINT.org

FOR IMMEDIATE RELEASE

Date: April 4, 2025

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MILLER-KEYSTONE BLOOD CENTER ANNOUNCES HEALTHCARE HERO PROMOTION IN APRIL / MAY

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) has announced that it is holding a **“Healthcare Hero”** promotion during the months of April and May. The campaign coincides with Medical Laboratory Professionals Week (April 21-April 25), National Donate Life Month (April), National Nurses Week (May 6-12), National Hospital Week (May 11-May 17) and National Nurses Month (May).



To honor the thousands of healthcare workers in our region, any hospital/healthcare worker, medical laboratory practitioner, or EMS professional who donates blood at an MKBC donor center, MKBC satellite location, select MKBC community blood drives or blood drives held at a healthcare facility in April or May will receive a special, limited-edition **“Healthcare Hero” Donor pin**—a small token of gratitude for his/her lifesaving work.

“Miller-Keystone Blood Center is honored to celebrate the incredible healthcare heroes in our community who dedicate their lives to saving others,” said Monika Wieggers, Director of Donor Relations, MKBC, who confirmed that in addition to receiving the limited-edition pin, the name of every healthcare worker donating in April or May will also be entered into a raffle to win a four-pack of tickets (plus parking pass) to an upcoming Lehigh Valley IronPigs game. Two game packages will be awarded.

Additional details on MKBC’s Healthcare Heroes promotion can be found on the Blood Center’s website at GIVEaPINT.org or by scanning the QR code. To schedule an appointment visit the MKBC website, download the MKBC Donor Mobile App for your Android or Apple device, or call 800-B-A-DONOR (223-6667).



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