

Your Blood. Their Hope.®



MILLER-KEYSTONE
BLOOD CENTER

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GIVEaPINT.org

FOR IMMEDIATE RELEASE

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**MILLER-KEYSTONE BLOOD CENTER ANNOUNCES WINNER OF
INAUGURAL BLOOD DONOR MADNESS COMPETITION**

Winner Penn State Lehigh Valley Awarded \$10,000 Gift To Scholarship Program

LEHIGH VALLEY, PA – On Wednesday, April 9, Miller-Keystone Blood Center (MKBC) held its Winners Announcement and Wrap-up Celebration for the inaugural Blood Donor Madness competition. The celebration took place in the BSI Corporate Benefits Dugout Suite at Coca Cola Park, with the official announcement of the 2025 Blood Donor Madness champion occurring on the baseball field prior to the start of the Lehigh Valley IronPigs game.

Penn State Lehigh Valley was announced as the winner of the inaugural Blood Donor Madness event, designed to increase blood donations in the community by creating a fun, friendly competition between the colleges and universities in the Lehigh Valley. As the winner, Penn State Lehigh Valley is the recipient of a \$10,000 gift to its scholarship program generously provided by BSI Corporate Benefits, as well as the official MKBC Blood Donor Madness trophy.

“10 Lehigh Valley colleges and universities participated in our 2025 Blood Donor Madness competition,” said Rami Nemeh, President & CEO, Hospital Central Services, Inc./Miller-Keystone Blood Center. “Thanks to their support, approximately 450 blood donations were made, impacting more than 1,000 lives in our community. We are grateful to all of the colleges and universities that participated in this year’s campaign, and we congratulate Penn State Lehigh Valley on being crowned as the 2025 Blood Donor Madness champion!”

MKBC’s Blood Donor Madness launched on Monday, January 13, and concluded on Friday, April 4. Over this 12-week period, participating colleges and universities in the Lehigh Valley competed with each other to see who would collect the most blood donations. The total number of blood donations for each institution was weighted, with each school given a goal of 4% of its total student population.

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Full results of Miller-Keystone Blood Center's 2025 Blood Donor Madness competition are listed below:

Participating Colleges / Universities	% of Student Population Participation
Penn State University - Lehigh Valley	5.74%
Muhlenberg College	1.46%
Lafayette College	1.37%
DeSales University	1.26%
Kutztown University	1.12%
Moravian University	1.09%
Lehigh Carbon Community College	0.88%
Lehigh University	0.83%
Cedar Crest College	0.62%
Northampton Community College	0.45%

MKBC's 2025 Blood Donor Madness competition was generously sponsored by BSI Corporate Benefits and Capital BlueCross. For additional information on this year's competition, scan the QR code or visit GIVEaPINT.org/donormadness/.



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ATTACHMENT: (1) photo courtesy of Miller-Keystone Blood Center

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