

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: April 24, 2025

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MILLER-KEYSTONE BLOOD CENTER ANNOUNCES MAY PROMOTIONAL OPPORTUNITIES FOR BLOOD DONORS

LEHIGH VALLEY, PA – Officials at Miller-Keystone Blood Center (MKBC) have announced the following promotional events for blood donors taking place during the month of May:

- **May 2025 – Honoring Our Healthcare Heroes.** To honor the work of our regional healthcare heroes, including hospital staff, healthcare workers, medical laboratory professionals, and EMS personnel, MKBC is offering a limited-edition “Healthcare Hero” Donor Pin to any healthcare professional who donates blood at an MKBC location or select community blood drive during the month of May, as a small token of appreciation for their dedication and lifesaving work.
- **May 2025 – Race to Save Lives.** Individuals who donate blood or platelets starting May 1 -June 15 can enter to win a Tricky Track Pack Set of Tickets to the NASCAR Great American Getaway 400 at Pocono Raceway on Sunday, June 22, courtesy of Pocono Raceway. This includes a 4-pack of tickets, including 100-level seats and a food/drink voucher. *Two ticket packages will be awarded.*

NASCAR fans are also encouraged to visit MKBC’s Bethlehem Donor Center on Wednesday, May 14, 10AM-2PM, to check out Pocono Raceway’s Official Pace Truck and have their photo taken the official mascot of NASCAR, Tricky.

Miller-Keystone Blood Center currently provides blood products to the St. Luke’s University Health Network, Tower Health, Geisinger, Grand View Health, and the Lehigh Valley Health Network, and also serves as a resource to other healthcare facilities during emergencies. Last year, it distributed nearly 100,000 transfusable blood products including red blood cells, platelets and plasma.

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One lifesaving blood or platelet donation counts as one MKBC promotional drawing entry only, and any MKBC raffle drawing winner under the age of 18 must be accompanied by a parent/guardian to receive his/her prize.

Additional details on these and additional Blood Center promotions and events, can be found on Miller-Keystone Blood Center's website at GIVEaPINT.org. To schedule an appointment visit the MKBC website, 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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