

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: June 19, 2025

Keith Vogrin, Director of Marketing
Miller-Keystone Blood Center
610-691-5850, ext. 1235 | kvogrin@giveapint.org

Krista Hill, Community Engagement
Manager Miller-Keystone Blood Center
610-691-5850, ext. 1254 | khill@giveapint.org

MILLER-KEYSTONE BLOOD CENTER LAUNCHES “MONDAYS ARE RUFF” SUMMER PROMOTION

LEHIGH VALLEY, PA – Officials at Miller-Keystone Blood Center (MKBC) have announced the launch of their “Mondays are Ruff” summer promotion, aimed at encouraging blood donations during the challenging summer months. The campaign, presented in partnership with **Yocco’s, The Hot Dog King**, kicks off **Monday, June 23**, and will continue through **Labor Day, Monday, September 1, 2025**.

“Summers present unique challenges for community blood centers,” said Krista Hill, MKBC’s Community Engagement Manager. “With schools on break, families traveling, and an increase in accidents and seasonal illnesses, the demand for blood remains constant, yet donor availability typically declines. Despite these challenges, the need for blood never takes a vacation—Miller-Keystone must still collect approximately 350 donations each day to ensure our local hospitals have the supply they need.”

Keith Vogrin, MKBC’s Director of Marketing, emphasized the importance of the Monday focus, noting that Mondays are typically among the most difficult days to meet blood collection goals.

“Our ‘Mondays are Ruff’ campaign is designed to address this challenge and encourage our community to start their week by making a lifesaving impact,” he said, confirming that that starting on Monday, June 23, “all individuals who donate blood on Mondays at any of our Lehigh Valley Donor Center locations will receive a voucher for a complimentary hot dog, generously provided by Yocco’s.”

“Complimentary hot dog vouchers will be distributed to all individuals donating blood on Mondays at our Allentown, Bethlehem, Easton, and Hamilton donor centers,” Vogrin added, noting that “Miller-Keystone Blood Center is extremely grateful to Yocco’s for joining forces with us to help ensure for the blood needs of patients in our community hospitals.

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-- pg 2 of 2 --

The “Mondays are Ruff” promotion launches on Monday, June 23, and will continue through Labor Day, Monday, September 1, 2025. For additional details, scan the QR code.



To schedule a lifesaving blood donation, visit the MKBC website, download the MKBC Donor Mobile App for your Android or Apple device, or call 800-B-A-DONOR (223-6667) ext. 2.

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