

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 23, 2025

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MILLER-KEYSTONE BLOOD CENTER ANNOUNCES 2025 SUMMER T-SHIRT GIVEAWAY

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) has announced the launch of its 2025 Summer T-Shirt Promotion. From Tuesday, July 1 through Thursday, July 31, individuals who register to donate at any MKBC Donor Center—including locations in Allentown, Bethlehem, Easton, Hamilton, Pittston, Reading, and Ewing/Trenton—will receive a complimentary, limited-edition MKBC t-shirt (*while supplies last*). This year's design features the theme "Get on Board. Give Blood."

"Summers are traditionally challenging for community blood centers," said Krista Hill, Community Engagement Manager at MKBC. "With high schools and colleges on break, and many families away on vacation, donor turnout typically declines—just as seasonal accidents and illnesses tend to increase. Despite these challenges, Miller-Keystone must collect approximately 350 blood donations every day to support the transfusion needs of cancer patients, accident victims, premature infants, and others in need of lifesaving care at hospitals in our community."

Monika Wiegers, MKBC's Director of Donor Relations, emphasizes Miller-Keystone's importance in the community, stating "Miller-Keystone Blood Center proudly supplies blood products to all of our regional healthcare providers, including St. Luke's University Health Network, Tower Health, Geisinger, Grand View Health, and Lehigh Valley Health Network. In times of emergency, we also serve as a trusted resource for other facilities. Last year alone, MKBC distributed nearly 100,000 transfusable blood products—including red cells, platelets, and plasma—to meet regional healthcare demands."

"Our summer and holiday t-shirt promotions have long been some of our most popular donor giveaways," Wiegers added. "We encourage all eligible donors to schedule their July appointments early at one of our donor center locations, to ensure they receive this year's limited-edition shirt before supplies run out."

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Details on 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), ext. 2.



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