

COMMUNITY CONNECTION Drops

A MILLER-KEYSTONE BLOOD CENTER PUBLICATION



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Blood Advocacy Week 2025: A National Call to Strengthen Our Lifesaving Blood Supply

From June 9–13, 2025, over 100 organizations united for [Blood Advocacy Week 2025](#), a movement to spotlight the urgent need for a safe, secure, and sustainable blood supply across the US.



The campaign calls attention to three major priorities:

- **Support Lifesaving Blood in Emergencies.** Many emergency responders face hurdles in using blood products during transport—yet these pre-hospital transfusions can mean the difference between life and death.
- **Protect the Digital Lifelines of Blood Centers.** Blood centers, like hospitals, rely on digital systems to operate safely and efficiently. Public awareness and support are critical to ensuring these facilities have the resources to defend against cyber threats.
- **Bring Innovation to Blood Donation and Testing.** Streamlining regulations can help more donation sites open, make testing more efficient, and increase the availability of blood products.

Why It Matters to Everyone

- Every 2 seconds, someone needs a blood transfusion.
- Over 42,000 units of blood and blood products are used each day in the US
- Blood is essential for treating trauma, cancer, childbirth complications, sickle cell disease, and more.

A healthy blood supply doesn't just happen—it depends on people like you. Together, we can build a system that saves more lives—today and for generations to come.

Blood Center Hosts 2025 Tech Heroes Impact Breakfast

Members of Miller-Keystone Blood Center's [Tech Heroes](#) program help support the vital technology behind lifesaving blood donations - from new equipment, technology, and software to daily tools used by our collections, lab, and distribution teams.

Every upgrade made at the Blood Center helps ensure a safe, reliable supply of red blood cells, platelets, and plasma for patients in need at our local hospitals.

We recently hosted our annual Tech Heroes Impact Breakfast to celebrate the generous supporters who make it all possible. Guests had the chance to tour our headquarters, witness the impact of their support firsthand, and see how their contributions help keep our operations running strong.

Want to learn how you can join this growing group of supporters as we begin a new funding year?

[CLICK HERE FOR MORE
INFO](#)



Congratulations to our latest Gallon Donor Honorees!



KEVIN M
Ewing/Trenton NJ
25 Gallons



DIANNE M
Lehigh Valley
50 Gallons



SUE L
Quakertown
75 Gallons



JAMES B
Lehigh Valley
100 Gallons

2025 Summer T-Shirt Giveaway

Register to donate blood between **July 1 - July 31**, and receive this complimentary, limited-edition "Get on Board. Give Blood." t-shirt! *(while supplies last)*

T-shirts are available at MKBC's seven (7) donor center locations only - Allentown, Bethlehem, Easton, Hamilton, Pittston, Reading and Ewing/Trenton. [Click here to schedule your donation.](#)



Cumulus Preparing to Rock the Blood Supply!

Our friends at Cumulus Radio ([99.9 The Hawk](#), [100.7 WLEV](#), [Cat Country 96](#) and [Fox Sports Radio](#)) are preparing to Rock the Blood Supply! Stop by our Bethlehem Donor Center to meet some of your favorite Cumulus Media personalities, enjoy some tasty treats, and win some great prizes -- all while saving lives. [For more info, click here.](#)



Bloodstravaganza - An Epic Promotion For High School Students

Beginning July 1 | [click here for details](#)

Rock and Roll Up Your Sleeve With Craig Thatcher!

Beginning August 1 | [click here for details](#)

FOR PROMOTION & EVENT DETAILS, CLICK HERE

WORLD BLOOD DONOR DAY 2025

Thanks to our friends at iHeart Media ([B104](#), [95.1 WZZO](#), [Newsradio 790 WAEB](#), [Real Oldies 1470](#), and [Y102](#)) - including Mike, Becca, and Craig Stevens - for joining us at our Bethlehem Donor Center recently to celebrate World Blood Donor Day! Established in 2024, World Blood Donor Day is a global event designed to raise awareness of the importance of donating blood and to thank blood donors for their lifesaving generosity.



Top 10 Excuses For Not **DONATING BLOOD**



#6: "I Don't Have Any Spare Blood To Donate."

Blood is not a finite resource; your body manufactures it! Plasma regenerates in about 24 hours, while it takes four to six weeks for the body to complete replace red cells. That is why a minimum of eight weeks is required between whole blood donations. Think of how many lives could be saved by simply making three or four blood donations annually!

To view the most up-to-date donor eligibility criteria, [click here](#)!

Engage Your Team & Support The Community Blood Supply: Join MKBC's "Drops" Program

MKBC encourages regional businesses to join our "Drops" Recruitment Program - an easy and impactful way to inform, engage, and inspire your employees about the

critical role of blood donation in our community.

"Drops" is a turnkey communication program that enables you to deliver ready-to-share content straight to your specific communication channels. Whether you use newsletters, email bulletins, social media, or digital signage, we provide a monthly update you can easily distribute to your team. These updates may include:

- Real-time info on our community blood supply
- Donor eligibility guidelines
- Locations and operating hours for MKBC donation centers
- Upcoming MKBC promotions and events, and more

Help save the lives of your family, neighbors and friends through increased awareness and action. To learn more or to join the growing group of regional organizations already making a difference with MKBC's "Drops" program, click on the link below.

**LEARN MORE ABOUT MKBC'S "DROPS" PROGRAM
HERE**

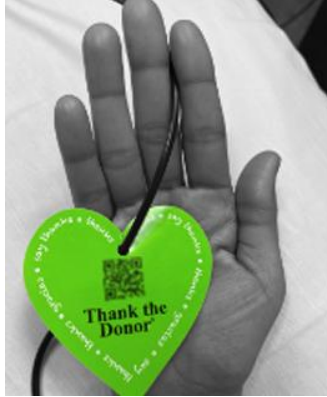


MKBC's JUNE PODCAST

The latest edition of MKBC's monthly podcast, [Your Blood. Their Hope.](#) features Lehigh Valley resident and transfusion recipient, Laura Hoffert, who - as a single mother, full-time emotional support staff, and MSW student - was diagnosed with leukemia at the age of 35.



**LISTEN TO OUR MOST RECENT PODCAST
HERE**



I want to thank you for your blood donation. My son is on dialysis and every few weeks he needs a transfusion. Without your support my son would not survive. From the bottom of my heart, a sincere thank you!



SEARCH FOR A COMMUNITY BLOOD DRIVE NEAR YOU!



LISTEN TO MKBC'S "YOUR BLOOD. THEIR HOPE." PODCAST NOW ON



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