

SUMMER 2025

COMMUNITY CONNECTION

A MILLER-KEYSTONE BLOOD CENTER PUBLICATION

WHEN COMMUNITY AND COMPASSION COLLIDE

At Miller-Keystone Blood Center, our mission is simple but vital: to save lives by ensuring a safe and continuous supply of blood and blood products for patients in need throughout our region. Every donation matters. Every pint, every platelet, every act of compassion. For Travis Pezzuto, donating to Miller-Keystone (MKBC) isn't just about helping strangers; it's about preserving the memory of a fallen hero and inspiring others to give.

Travis, a Lehigh County community advocate in the Public Defender's Office and former County parole officer, has donated more than 60 gallons of blood products to MKBC since he began making donations at the age of 18. What makes his ongoing commitment even more meaningful is that every donation is made in honor of Officer David M. Petzold, a beloved Upper Saucon Township police officer tragically killed in the line of duty in 2006. David was struck by a vehicle while removing a deer from the road, an act of service that perfectly reflected his character.



Travis & Bonnie Pezzuto at the most recent "Beyond the Badge" banquet.

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BLOOD CENTER RECOGNIZES LOCAL LEADER AWARD RECIPIENTS

Ten years ago, Miller-Keystone Blood Center (MKBC) launched its Local Leader Awards to recognize organizations in our region for their exceptional support of community health through blood drive sponsorship.

"Our Local Leader campaign celebrates schools, businesses, faith-based groups, and other organizations that go above and beyond to support our mission," said Monika Wieggers, Director of Donor Relations at MKBC.

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COMMUNITY CONNECTION

A MILLER-KEYSTONE BLOOD CENTER PUBLICATION

A publication designed to inform our community about the programs and services of the Miller-Keystone Blood Center.

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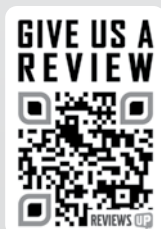
Readers are invited to send their comments and letters to us at:

Miller-Keystone Blood Center

Lehigh Valley Corporate Center

1465 Valley Center Parkway

Bethlehem, PA 18017



Download the MKBC Donor Mobile App for your Android or Apple device!



WHEN COMMUNITY AND COMPASSION COLLIDE Continued from p. 1

David's sister, Christine Petzold, shares, "David was THAT guy. If anyone needed something, he dropped everything to help. You could depend on him no matter what. He had the heart for service, and that led him to a career in law enforcement."

MKBC's lifesaving purpose supports connections like the one David and Travis share—when community and compassion intersect. Travis' ongoing donations reflect our values: helping neighbors in their time of greatest need, remembering those who served, and building a legacy of hope one pint at a time.



"What Travis is doing means more than we can say. To see someone give so much, so consistently, in Dave's name, it's overwhelming."

— CHRISTINE PETZOLD

Officer Petzold's sister pictured with Travis above

"I had a plaque made for David's Foundation when I reached 50 gallons," Travis recalls. "It says 'Dedicated to Honor the Memory and Service of Officer David Petzold.' It was a promise that all my blood donations up to that point, and all the donations that followed, would always be in David's honor. I hope others feel inspired to do the same."

The connection between Travis and David began through the Officer

David M. Petzold Memorial Foundation, which recognized Travis with the Beyond the Badge Award for his work supporting the criminal justice system and vulnerable populations. Through that recognition, Travis learned David's story and felt deeply moved. He has since made it part of his mission to ensure David's memory lives on in action.

Today, Travis donates platelets and blood products nearly twice a month, a frequency that speaks to the urgent, ongoing need of our region's patients and hospitals. Platelets, essential for cancer patients and accident victims, have a shelf-life of just five days after testing. "If people stopped donating platelets for five days, the supply would be gone," Travis explains. "It's that urgent."

Christine helps lead the Memorial Foundation, which supports a Digital Forensics Laboratory at DeSales University (David's alma mater) and scholarships for students pursuing careers in criminal justice and community service. The Forensics Laboratory is utilized by law enforcement agencies across eastern Pennsylvania and has been integral to solving digital crimes.

"What Travis is doing means more than we can say," Christine says. "To see someone give so much, so consistently, in Dave's name, it's overwhelming. He never even knew Dave, but he honors him like they were best friends."

For Travis, giving is its own reward. Whether he's furnishing homes for people in need, helping the homeless, supporting veterans and cancer patients, or quietly donating at MKBC, he carries forward a legacy of service and sacrifice.

At Miller-Keystone Blood Center, we know that heroes come in many forms. As a blood donor, Travis Pezzuto is one of our heroes who takes his gifts one step further by honoring David Petzold every time he donates. In doing so, he reminds us all that a single act of kindness can save a life and help keep a legacy alive.

To learn more about hosting a blood drive or getting involved, visit GIVEaPINT.org. Please also visit the Officer David M. Petzold Memorial Foundation and the Brotherhood Ministries of the Lehigh Valley, where Travis volunteers his time helping to serve the homeless in our area.

AWARD RECIPIENTS RECOGNIZED Continued from p. 1

"By hosting blood drives with the only community blood center serving our regional hospitals, these groups help ensure a steady supply of lifesaving blood products for our local hospitals, playing a direct role in saving lives."

This year, 20 organizations were recognized through MKBC's **Local Leader Awards** campaign for collecting 200 or more lifesaving units of blood during the 2024 calendar year:

East Penn Manufacturing	771 Units
St. Joseph the Worker Roman Catholic Parish	390 Units
Daniel Boone High School	378 Units
Kempton Excavating	344 Units
LVHN Cedar Crest.....	337 Units
St. Luke's University Health Network Bethlehem Campus.....	324 Units
Air Products World Headquarters	321 Units
Pediatric Cancer Foundation of the Lehigh Valley	316 Units
Tower Health / Reading Hospital	308 Units
St. Peter's UCC West Lawn.....	292 Units
Boyertown Community Blood Drive	290 Units
Indian Valley Community Blood Drive	279 Units
Blood Drive in Memory of Allison Perno	278 Units
Geisinger Medical Center	262 Units
Fleetwood High School.....	261 Units
Lehigh Community Blood Drive.....	252 Units
Palmerton Community Blood Drive	234 Units
Mister CarWash	223 Units
Guardian Life.....	216 Units
EnerSys.....	200 Units

"Together, these 20 organizations collected more than 6,000 units in 2024, impacting the lives of more than 15,000 patients in our local hospitals," said Krista Hill, Community Engagement Manager, MKBC. "We're deeply grateful to the leaders and teams at these organizations for setting a powerful example of community service."

To arrange for a blood drive at your place of business, school, church or other organization, call 800-B-A-DONOR (223-6667), scan the QR code, or visit GIVEaPINT.org/host-a-blood-drive/.



A Congratulations to Air Products on being recognized as an MKBC Local Leader!



A Thank you to MKBC Local Leader, Tower Health/Reading Hospital for your outstanding efforts in 2024.



A Among those organizations recognized as an MKBC Local Leader was EnerSys.

BLOOD CENTER HOSTS AN EVENING WITH CRAIG THATCHER

Rock and Roll Up Your Sleeve™ Event Takes Place in August at Levitt Pavilion Steelstacks

Miller-Keystone Blood Center (MKBC) recently brought the community together for an inspiring evening of music and life-saving awareness, including a community blood drive, at Bethlehem's Levitt Pavilion SteelStacks. Giving a special performance that evening was Lehigh Valley musician, Craig Thatcher and his band.

"It's hard to find someone in the Lehigh Valley who doesn't know the name Craig Thatcher," shared Krista Hill, MKBC's Community Engagement Manager. "Craig has been a mainstay of the regional music scene since the 1990s. He's not only a long-time Martin Guitar ambassador, but he's also taken his talent across the country—and around the world."

"We're thrilled to partner with him and spread word on the current national blood shortage and encourage people to roll up their sleeve and donate," she adds.

To commemorate the special event, MKBC designed and distributed a complimentary, limited-edition "Rock and Roll Up Your Sleeve with Craig Thatcher" t-shirt to all

presenting blood donors at its seven regional donor centers, as well as at the ArtsQuest drive on August 28.

MKBC extends heartfelt thanks to Craig Thatcher and his band for supporting our mission to save lives through blood donation. We also gratefully acknowledge the support of event sponsors: **CarePatrol, Kitchen Magic, and People First Federal Credit Union.** Together, we made music—and a difference.



< Another incredible performance by the one and only Craig Thatcher and his band!



< Intermission speakers Jeff Warren, Bill Stauffer and Krista Hill in front of the audience gathered for the concert.



^ Thanks to all of our event sponsors, including Care Patrol, Kitchen Magic and First Commonwealth Federal Credit Union!

MILLER-KEYSTONE BLOOD CENTER HOLDS SPRING APPRECIATION SERIES EVENTS

Spring Events Honor Local Leaders, High Schools, Blood Drive Sponsors, and Corporate and Foundation Funders

In May, Miller-Keystone Blood Center (MKBC) held its second annual Spring 2025 Appreciation Series events in the Lehigh Valley and Berks County, respectively.

"Last year, we launched our Appreciation Series as a very special set of Spring and Fall events honoring individuals and organizations in our community that support the Blood Center's lifesaving mission," said Rami Nemeh, President & CEO.

MKBC's annual Spring events recognize high schools, colleges, businesses, churches and other organizations that sponsor blood drives with Miller-Keystone Blood Center, as well as corporate and foundation funders. In addition, the annual Local Leader Award recipients are announced (see related story, page 1).

"Miller-Keystone Blood Center is extremely grateful for our blood donors, blood drive sponsors, and financial supporters," added Nemeh. "Every single one of them, as well as our volunteers and staff, are critically important to the operations of our organization. Without the support and generosity of these individuals and organizations, we would not be able to provide the lifesaving blood products that our community depends on."

"Last year, we launched our Appreciation Series as a very special set of Spring and Fall events honoring individuals and organizations in our community that support the Blood Center's lifesaving mission."

— **RAMI NEMEH**, President & CEO
of Hospital Central Services, Inc. and its affiliates

"For more than 50 years, MKBC has had the privilege of serving over three million residents across a 21-county radius, including the Lehigh Valley, Berks County, and the surrounding region," Nemeh concludes. "We are grateful for this opportunity to recognize and celebrate the many individuals and organizations that partner with us every day to give the gift of life."

Premier sponsors of the Blood Center's 2025 Appreciation Series include **Highmark**, **PNC Bank**, and the **St. Luke's University Health Network**. A full list of event sponsors, as well as additional event details, can be found on MKBC's website at GIVEaPINT.org/programs/mkbc-appreciation-series.



Among the organizations recognized at this year's Spring Appreciation Series event was Kitchen Magic.

Thank you to the staff and students at Governor Mifflin High School for your efforts during the 2024-25 year.



Congratulations and thank you to the team at East Penn Manufacturing!



BLOOD CENTER HOSTS ANNUAL IMPACT BREAKFAST

According to Lina Barbieri, VP, Communications & Chief Philanthropy Officer, Miller-Keystone Blood Center (MKBC), technology and equipment are critical to the Blood Center's operations, and are also the two most expensive purchasing areas for the organization.

"What many people may not realize is that in order to maintain a ready and safe blood supply, there are a number of technology and equipment purchases that are made every single year," she says.

In 2024, MKBC launched MKBC Tech Heroes to underwrite the purchase of new equipment, software, upgrades, and other equipment necessities. In June, it hosted its second annual Tech Heroes Impact Breakfast, giving supporters the opportunity to see first-hand the impact their financial support had on the organization. The morning included breakfast, a short presentation, and a tour of the Blood Center's Bethlehem headquarters including Donor Collections, Testing, Storage and Distribution.

To learn more about joining MKBC's Tech Heroes Club for the 2025-26 funding cycle, contact Barbieri at 610-419-5275, or lbarbieri@giveapint.org; scan the QR code, or visit GIVEaPINT.org/tech-heroes/.



"As a blood transfusion recipient myself, I know how vital donations are to individuals' health. In gratitude, I donate blood. With appreciation for Miller-Keystone' Blood Center's critical, life-saving work, I donate to Tech Heroes to ensure that its technology and equipment can always meet the ever-changing health needs of our entire community."

— CARLA KOLOGIE, *Bethlehem*



Rami Nemeh, President & CEO, leads a tour of the Blood Center for guests at this year's Tech Heroes Impact Breakfast.



Thank you to the Groves family for your ongoing commitment and support.



Lina Barbieri, VP, Communications & Chief Philanthropy Officer, illustrates the impact members of our Tech Heroes program have had on Blood Center operations.

NEW ITEMS ADDED TO BLOOD CENTER'S ONLINE STORE

Last year, MKBC launched its new donor rewards program, the Frequent Lifesaver Club. According to Monika Wiegiers, Director of Donor Relations, the program rewards our dedicated donors for saving lives through the generous act of voluntary blood donation.

A donor earns points every time they donate," she says. "Simply put, the more often someone donates, the more points they will earn."

Wiegiers explains that donors can redeem their points at any time via their online donor portal. "These points can be exchanged for a variety of gifts, including

t-shirts, hats, bags, or a wide variety of e-gift cards from vendors such as Amazon, Best Buy, Boscov's, Cabela's, CVS, Kohls, Lowe's, Olive Garden, Panera Bread, Target, Texas Roadhouse, The Home Depot, Uber, Walmart, and more."

In July, the Blood Center announced that new items, including an MKBC umbrella, travel mug and cargo totes, had been added to its online store.

The Blood Center's Frequent Lifesaver Club is an opt-in program—donors are not automatically enrolled. For more details and to enroll, simply visit [GIVEaPINT.org](https://www.GIVEaPINT.org) and log into your online donor portal.

EARN POINTS EVERY TIME YOU DONATE!

Learn more about our
Donor Reward Program at
[GIVEaPINT.org](https://www.GIVEaPINT.org)



Thank the Donor[®]

Thank the Donor[®] (TtD) is a program that allows blood donors and transfusion recipients to connect anonymously, enabling the recipient to thank the donor for their lifesaving generosity via email. Since our TtD program launched, more than 1,000 blood donors have received email appreciations from grateful transfusion recipients, thanking them for their life-saving gift. Here are just a few recently received messages:

"Thank you. Your donation gave me strength when I was at my weakest. You may never know me, but your kindness made a life-saving difference. I'm forever grateful."

"Thank you so much for your donation! It's going to help my 5-year-old daughter who is fighting cancer."

"I have lived with Leukemia since 2017. Without generous people like you, I would have died a long time ago. Thank you."

"Thank you for your donation. Your blood went to my grandfather after a car accident."

"Your blood helped me recover from post partum bleeding so I could get strong for my first baby!! Thank you!!"

THANK YOU, VICTORIA!

A heartfelt "THANK YOU" to Miss Pennsylvania, Victoria Vespico—Sustainable Development Advocate & Educator, for visiting our NEPA Donor Center in Pittston and helping raise awareness about the urgent need for blood donations!



CONGRATULATIONS GALLON DONORS!



100
Gallon
James B



50
Gallon
Dianne M



75
Gallon
Jeremy O



50
Gallon
Mark S



50
Gallon
Bill S



75
Gallon
Carol L



25
Gallon
Kevin M



25
Gallon
Dormel H



5
Gallon
Jenny L



25
Gallon
Roger P



5
Gallon
Justin P

FROM EFFORT TO IMPACT

In 2003, MKBC presented the first HIGH SCHOOL BLOOD DONOR RECRUITMENT SCHOLARSHIP AWARD to encourage and reward high school blood drive coordinators and/or sponsoring high schools for their efforts in stimulating interest and increasing the available blood supply within our region.

8

RECIPIENTS

\$4,000

IN AWARDS
PRESENTED

3,000+

BLOOD
DONATIONS

8,000

LIVES
IMPACTED

2003



2025

52

RECIPIENTS

\$27,000

IN AWARDS
PRESENTED

4,530+

BLOOD
DONATIONS

13,000

LIVES
IMPACTED

CONGRATULATIONS TO THE CLASS OF 2025!

As you begin the next phase of your life, we sincerely hope that you will continue to promote awareness of the need for a safe, stable and constant blood supply, whether it be here in our region, or in the local community where you will be continuing your studies.

OUT&ABOUT



Thanks to everyone at iHEART RADIO LEHIGH VALLEY for joining us for the annual blood drive held in honor of World Blood Donor Day!



Best wishes to longtime **MKBC VOLUNTEER MICHAEL B**, who recently moved to Minnesota with his son. Over the years, Michael has donated an incredible 58 gallons of blood and given more than 3,000 hours of his time as a service volunteer. His generosity has touched countless lives.



BRIAN Q stopped by in his cap and gown (and his red cord!) to celebrate graduating from Freedom High School (Pennsylvania)! Students at participating high schools can earn a red cord by donating blood four times or volunteering at four blood drives during their high school years. This year, nearly 300 red cords were awarded to incredible student blood donors across the region.



▲ We recently celebrated the arrival of our newest bloodmobile, **BLOODHOUND I**, by visiting EnerSys in Reading! The team at **ENERSYS** hosts quarterly blood drives, and last year collected 200 lifesaving blood donations to support the needs of our regional hospitals. Our friends at EnerSys also generously helped fund Bloodhound I, and we were happy to give everyone a front-row seat for the newest addition to our fleet.



▲ When **MICHAEL S** was asked what he wanted for Father's Day and his birthday, he had just one wish— to donate blood with his family. And that's exactly what happened! Michael recently visited our Bethlehem Donor Center, joined by his four sons— including his youngest, who made his very first blood donation.



▲ Thanks to our friends at **CUMULUS RADIO** for recently visiting the Blood Center in Bethlehem to host a live remote and blood drive, to help bolster our summer inventory levels



MILLER-KEYSTONE BLOOD CENTER

Lehigh Valley Corporate Center
1465 Valley Center Parkway
Bethlehem, PA 18017

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Lehigh Valley, PA

MILLER-KEYSTONE BLOOD CENTER

OUR HOSPITALS

Miller-Keystone Blood Center is proud to provide blood products and services to many hospital systems in the region, including:

IN PA:

St. Luke's Hospitals

- St. Luke's University Hospital – Bethlehem Campus
- St. Luke's Hospital – Allentown Campus
- St. Luke's Hospital – Anderson Campus
- St. Luke's Hospital – Carbon Campus
- St. Luke's Hospital – Easton Campus
- St. Luke's Hospital – Grand View Campus
- St. Luke's Hospital – Lehighton Campus
- St. Luke's Hospital – Miners Campus
- St. Luke's Hospital – Monroe Campus
- St. Luke's Hospital – Sacred Heart Campus
- St. Luke's Hospital – Upper Bucks Campus
- Geisinger St. Luke's Hospital

Geisinger Hospitals

- Geisinger Bloomsburg Hospital
- Geisinger Community Medical Center
- Geisinger Jersey Shore Hospital
- Geisinger Lewistown Hospital
- Geisinger Medical Center
- Geisinger Medical Center – Muncy
- Geisinger Wyoming Valley Medical Center

Tower Health

- Reading Hospital
- Pottstown Hospital
- Phoenixville Hospital

Temple Health

- Chestnut Hill Hospital

Lehigh Valley Health Network

- LVHN Carbon
- LVHN Cedar Crest
- LVHN Dickson City
- LVHN 17th Street
- LVHN Hazleton
- LVHN Hecktown Oaks
- LVHN Muhlenberg
- LVHN Schuylkill East Norwegian

IN NJ:

- Hunterdon Health
- St. Luke's Hospital – Warren Campus
- Summit Health – Florham Park
- Summit Health – Berkeley Heights

THE ONLY COMMUNITY BLOOD CENTER SERVING YOUR LOCAL HOSPITALS.



SCAN ME



PLATELET WARRIOR CLUB

SCAN ME



UNIVERSAL HERO CLUB

SCAN ME



FREQUENT LIFESAVER CLUB

For details on MKBC's Platelet Warrior Club, Universal Hero Club or Frequent Lifesaver Rewards Club, scan the QR code or visit GIVEaPINT.org!