

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

Monika Wiegers, Director of Donor Services
Miller-Keystone Blood Center
610-691-5850, ext. 1227 | mwiegers@giveapint.org

Date: January 7, 2026

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

FRIENDS DON'T LET FRIENDS DONATE BLOOD ALONE

*Miller-Keystone Blood Center Hosting Annual "Bring a Friend" Campaign
Beginning in January*

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) announced that it will once again host its annual **"Bring a Friend" campaign** during January and February 2026. Launching in January, recognized nationally as **National Blood Donor Month**, the campaign is designed to help strengthen the community blood supply during a time of year when donations are traditionally low.

"Blood donations often decline during the winter months due to holiday activities, inclement weather, and seasonal illnesses," said Monika Wiegers, Director of Donor Services at MKBC. "Despite these challenges, Miller-Keystone Blood Center still requires approximately 350 blood donations every day to meet the transfusion needs of our regional hospitals."

Wiegers explained that donated blood is critical for the lifesaving treatment of cancer patients, accident victims, premature babies, surgical patients, individuals with inherited blood disorders, and many others in need.

"The 'Bring a Friend' campaign is an annual initiative that encourages our existing donors to invite a family member, friend, or colleague who has never donated with MKBC before," said Krista Brodbeck, Community Engagement Manager for MKBC. "As a thank-you, after successfully donating both donors will receive a \$25 electronic gift card in appreciation of their generous support of the only community blood center serving our local hospitals."

"We encourage all eligible blood donors to find a family member or friend who has never donated with us and schedule your lifesaving donations today," Wiegers added. "What better way to start the New Year than by saving lives together?"

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Additional information about the "Bring a Friend" campaign is available 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 (available for Apple and Android devices), or call **800-B-A-DONOR (223-6667)**, **ext. 2**.



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