

Your Blood. Their Hope.®



MILLER-KEYSTONE
BLOOD CENTER

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GIVEaPINT.org

FOR IMMEDIATE RELEASE

Date: January 12, 2026

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**MILLER-KEYSTONE BLOOD CENTER ANNOUNCES
SECOND ANNUAL BLOOD DONOR MADNESS COMPETITION**

Winning College To Receive \$10,000 Gift To Its Scholarship Fund

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) has announced that its second annual MKBC Blood Donor Madness competition launches on Monday, January 12, 2026. The 12-week promotion is designed to increase community blood donations by fostering a fun and friendly competition among regional colleges and universities. The winner of the inaugural 2025 competition was Penn State Lehigh Valley.

“Currently, 54% of blood donations in our region come from individuals over the age of 55,” said Monika Wieggers, Director of Donor Services at MKBC. “What is concerning is that only 5% of blood donations are made by individuals between the ages of 16 and 24.”

Wieggers explained that as longtime donors age, they are more likely to need transfusions themselves or become ineligible to donate due to health conditions or medications. At the same time, lower participation among younger donors could lead to more frequent and prolonged blood shortages in the region.

“Blood is perishable and cannot be manufactured,” she added. “It can only be collected through the generosity of volunteer donors who take time out of their busy schedules to give the gift of life.”

“We are excited to once again host Blood Donor Madness as a way to inspire young adults to become lifelong blood donors,” said Keith Vogrin, MKBC’s Director of Marketing. Vogrin confirmed that Capital BlueCross and BSI Corporate Benefits are returning as event sponsors.

The MKBC Blood Donor Madness competition will run for 12 weeks beginning January 12, with participating colleges and universities competing to collect the highest number of blood donations. Donations may be made at college-sponsored MKBC blood drives or at MKBC donor center locations in Allentown, Bethlehem, Easton, Pittston, and Reading.

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Participating schools for the 2026 competition include Cedar Crest College, DeSales University, Lafayette College, Lehigh Carbon Community College, Lehigh University, Moravian University, Northampton Community College, and Penn State Lehigh Valley.

“The school that collects the most lifesaving blood donations will be crowned our 2026 College Champion,” Vogrin said, noting that donation totals will be weighted based on each school’s total student population.

Winners will be announced during the week of April 13, 2026, with an awards presentation scheduled later that month. Each participating school will have a goal of collecting donations equal to 4% of its student population. Schools that meet this goal will receive a \$1,000 award for their scholarship fund, while the overall winning college or university will receive a \$10,000 scholarship fund award.

In addition, student and faculty donors will have opportunities to win randomly selected prizes, including gift cards, AirPods, and sneakers.

“While the competition and prizes are geared toward student donors, everyone is encouraged to donate in support of their favorite local college,” Vogrin concluded. “Faculty, family members, friends, and community supporters can contribute to a school’s total by providing that school’s group code at the time of donation.”

For additional information, including participating schools and MKBC group codes, visit GIVEaPINT.org/donormadness or scan the QR code.



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