

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: January 5, 2026

Lina Barbieri, Chief Philanthropy Officer and
VP of Communications, Miller-Keystone Blood Center
610-691-5850, ext. 1276 | lbarbieri@giveapint.org

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

**CELEBRATE NATIONAL BLOOD DONOR MONTH 2026
WITH A LIFESAVING BLOOD DONATION**

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) is encouraging all eligible individuals to roll up their sleeves and donate blood this January in recognition of National Blood Donor Month 2026.

“Miller-Keystone Blood Center is the only community blood center serving our local hospitals,” said Monika Wieggers, Director of Donor Services. “Approximately 350 blood donations are needed every day to meet the transfusion needs of these facilities as they care for accident victims, cancer patients, premature babies, surgical patients, and others in need of lifesaving transfusions.”

Wieggers emphasized the importance of maintaining a steady blood supply. “Blood is perishable,” she explained. “Red blood cells have a shelf life of 42 days, while platelets are usable for just seven days. Because these lifesaving products cannot be manufactured and can only be obtained through the generosity of volunteer donors, a consistent stream of donations is critical to the health and well-being of our community.”

She added, “We encourage all eligible donors to schedule an appointment in January and to consider making blood donation a part of their regular routine.”

As part of its National Blood Donor Month celebration, MKBC will once again host its annual ‘Bring a Friend’ campaign throughout January and February.

“Our current donors are encouraged to bring a family member, friend, or colleague who has never donated with MKBC before,” Wieggers said. “After successfully donating, both donors will receive a \$25 electronic gift card in appreciation of their generous support.”

Wieggers also reminded donors about the Blood Center’s Frequent Lifesaver Club, which recognizes and rewards individuals for their ongoing commitment to saving lives through voluntary blood donation.

- - continued - -

BETHLEHEM | ALLENTOWN | EASTON | READING | PITTSTON | EWING



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

-- Miller-Keystone Blood Center --

-- pg 2 of 2 --

“Donors earn points every time they donate,” she said. “Simply put, the more often someone donates, the more points they earn.”

Points may be redeemed through the Blood Center’s online store for a variety of branded merchandise and electronic gift cards. Enrollment in the Frequent Lifesaver Club is optional and must be completed by donors through their online donor portal.

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.



#####

BETHLEHEM | ALLENTOWN | EASTON | READING | PITTSTON | EWING

