

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

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

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

COMMUNITY URGED TO DONATE AFTER STORMS IMPACT LOCAL BLOOD SUPPLY

LEHIGH VALLEY, PA -- In the wake of last weekend's snow and ice storms, Miller-Keystone Blood Center (MKBC) is appealing for blood and platelet donations of all types.

According to Monika Wiegers, MKBC's Director of Donor Services, the appeal follows several days of severely inclement weather that significantly disrupted lifesaving blood collections.

"Unfortunately, the recent snowstorms forced us to cancel several community blood drives and modify operating hours at our donor center locations," Wiegers said, noting that declines in blood donations are common this time of year.

"The winter months are often challenging for community blood centers," she explained. "Holiday activities, increased travel, inclement weather and seasonal illnesses can all prevent people from donating blood. However, accidents and illnesses do not take a break."

Miller-Keystone Blood Center requires approximately 350 blood donations every day to meet the transfusion needs of regional hospitals caring for cancer patients, premature infants, accident victims and others in need.

"As a result, we're asking all eligible blood donors to take an hour of their time over the next few days to visit one of our donor center locations (including Allentown, Bethlehem, Easton, Hamilton, Pittston, Reading PA or Ewing, NJ) and help bolster the community blood supply," Wiegers said. "Donating blood is safe and easy, and in just one hour, you can help save as many as three lives, possibly those of a family member, neighbor or friend."

As an added incentive, Miller-Keystone Blood Center is once again hosting its annual **"Bring a Friend" campaign. Beginning January 1 and running through February 28 2026,**

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The annual initiative encourages existing MKBC blood donors to invite a family member, friend, or colleague who has never donated with the organization before. 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.”

To schedule an appointment, visit the Miller-Keystone Blood Center website at GIVEaPINT.org, scan the QR code, download the MKBC Donor App (available for Apple and Android devices), or call 800-B-A-DONOR (223-6667), ext. 2.



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