

Your Blood. Their Hope.®



**MILLER-KEYSTONE**  
BLOOD CENTER

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GIVEaPINT.org

**FOR IMMEDIATE RELEASE**

**Date: April 10, 2026**

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**MILLER-KEYSTONE BLOOD CENTER ANNOUNCES WINNER OF  
2026 BLOOD DONOR MADNESS COMPETITION**

*Winner Lehigh University Receives \$10,000 Gift To Scholarship Program*

LEHIGH VALLEY, PA – On Thursday, April 9, Miller-Keystone Blood Center (MKBC) announced the winner of its 2026 Blood Donor Madness competition during a Winners Announcement and Wrap-up Celebration held at Coca-Cola Park. The event took place in the BSI Corporate Benefits Dugout Suite, with the official champion announced on the field prior to the start of the Lehigh Valley IronPigs game.

Lehigh University was named the 2026 Blood Donor Madness champion. The annual campaign is designed to boost blood donations across the region through a fun and friendly competition among local colleges and universities. As this year's winner, Lehigh University will receive a \$10,000 gift to its scholarship program, generously provided by BSI Corporate Benefits, along with the official MKBC Blood Donor Madness trophy.

“Thirteen regional colleges and universities participated in our 2026 Blood Donor Madness competition,” said Rami Nemeh, President & CEO of Hospital Central Services, Inc./Miller-Keystone Blood Center. “Thanks to their combined efforts, more than 550 blood donors were brought in, impacting approximately 1,500 lives in our community. We are grateful to all participating schools and congratulate Lehigh University on being crowned this year's champion.”

The 12-week competition launched on January 12 and concluded on April 3, with participating schools competing to collect the highest number of blood donations. The total number of blood donations for each institution was weighted, with each school given a goal of 2% of its total student population.

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Participating schools in the 2026 competition included:

- Cedar Crest College \*
- DeSales University \*
- Geisinger Commonwealth School of Medicine \*
- Kutztown University
- Lackawanna College
- Lafayette College \*
- Lehigh Carbon Community College \*
- Lehigh University – **2026 winner**
- Moravian University \*
- Northampton Community College
- Penn State Berks
- Penn State Lehigh Valley \*
- Reading Hospital School of Health Sciences \*

*\* Schools achieving or exceeding their 2026 goal and receiving a \$1,000 gift to their scholarship fund*

The 2026 Blood Donor Madness competition was generously sponsored by **BSI Corporate Benefits** and **Capital BlueCross**. For more information, scan the QR code or visit [GIVEaPINT.org/donormadness/](https://GIVEaPINT.org/donormadness/).



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