

Your Blood. Their Hope.®



**MILLER-KEYSTONE**  
BLOOD CENTER

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GIVEaPINT.org

**FOR IMMEDIATE RELEASE**

**Date: April 3, 2026**

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**MILLER-KEYSTONE BLOOD CENTER LAUNCHES “HEALTHCARE HERO” PROMOTION**

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) has announced the launch of its second annual “**Healthcare Hero**” promotion, taking place in April and May. The campaign coincides with several national observances including Medical Laboratory Professionals Week (April 21–25), National Donate Life Month (April), National Nurses Week (May 6–12), National Hospital Week (May 11–17), and National Nurses Month.



To recognize the thousands of dedicated healthcare workers across the region, any hospital employee, medical laboratory practitioner, EMS professional, or other healthcare worker who donates blood at an MKBC donor center, MKBC satellite location, select MKBC community blood drives, or MKBC drives hosted at healthcare facilities during April or May will receive a limited-edition “**Healthcare Hero**” Donor pin. The pin serves as a small token of appreciation for their lifesaving contributions both on and off the job.

“Miller-Keystone Blood Center is honored to celebrate the incredible healthcare heroes in our region who dedicate their lives to saving others,” said Monika Kotlarska-Gross, Director of Donor Relations at MKBC. “We are proud to recognize their impact and support their continued commitment to the health and welfare of our community.”

In addition to receiving the commemorative pin, all healthcare workers donating in April/May will be entered into a raffle to win a four-pack of tickets (including parking pass) to an upcoming Lehigh Valley IronPigs or Scranton/Wilkes-Barre RailRiders game (donor’s choice). Two game packages will be awarded.

Additional details are available at [GIVEaPINT.org](http://GIVEaPINT.org) or by scanning the campaign QR code. Appointments can be scheduled online, through the MKBC mobile app (available for Android and Apple devices), or by calling 800-B-A-DONOR (223-6667).



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