COMMUNITY CONNECTION Drops

AUGUST 2026 A MILLER-KEYSTONE BLOOD CENTER PUBLICATION

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[Schedule A Lifesaving Blood Donation] [Blood Donation Eligibility Guidelines] [Make a Financial Contribution]

FIVE YEARS OF STRENGTHENING THE U.S. EMERGENCY BLOOD SUPPLY



When disasters strike, having blood immediately available can save lives. That's why Miller-Keystone Blood Center is proud to be a member of the **Blood Emergency Readiness Corps, or BERC,** a network of 38 community blood centers across the U.S. committed to ensuring blood is available during mass casualty events and natural disasters.

As a BERC member, MKBC goes "on call" on a rotating basis throughout the year, meaning we must always be prepared to meet the needs of our local hospitals while also maintaining enough blood to help other communities at a moment's notice. **BERC has been activated 18 times** since 2021, in response to hurricanes, earthquakes, and mass casualty events, **providing more than 1,600 units of blood to communities in need.**

"No one wishes for a major disaster or tragedy to impact their community," said MKBC's Hope Dorn, Vice President of Operational Services. "But unfortunately, these events do occur, often without warning. Our participation in the Blood Emergency Readiness Corps reflects a commitment to helping communities across the country during times of crisis, while also ensuring that, if disaster were ever to strike closer to home, a nationwide network of blood centers would be ready to support our patients as well."

SCHEDULE YOUR LIFESAVING BLOOD DONATION TODAY

ROCK & ROLL UP YOUR SLEEVES WITH CRAIG THATCHER ON AUGUST 27

MKBC is excited to once again be partnering with the **Levitt Pavilion SteelStacks** to present an evening with **Craig Thatcher and his band!**

Starting August 1, schedule a donation at any MKBC Donor Center and mention **Group Code E360** to receive a limited-edition **"Rock and Roll Up Your Sleeve with Craig Thatcher" t-shirt** your shirt immediately after your lifesaving donation. Waiting until the show? Donate at the



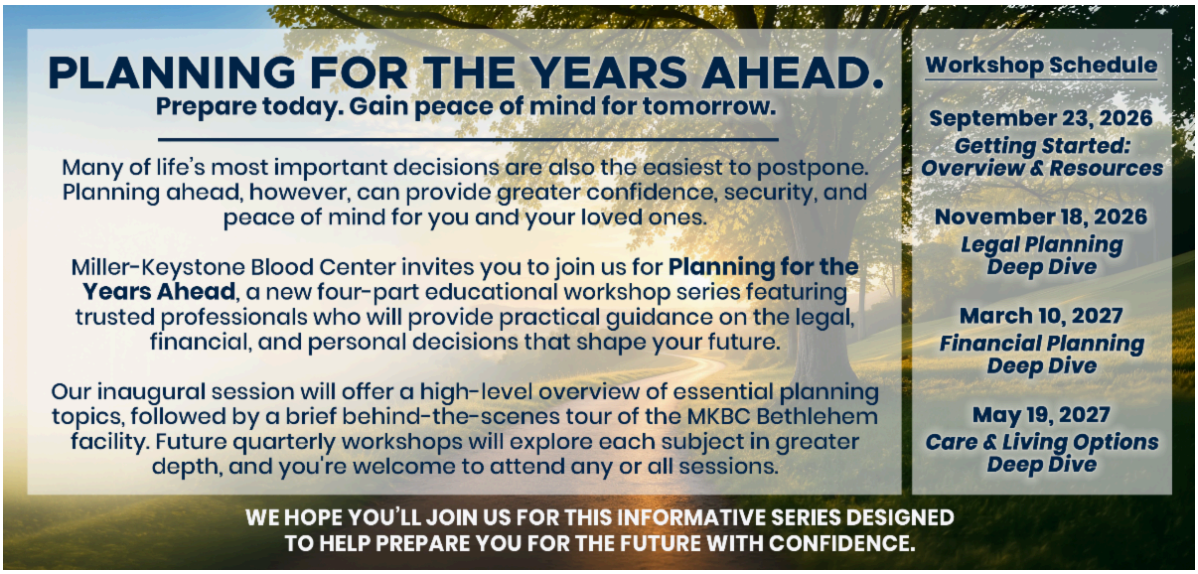
ArtsQuest Blood Drive on August 27, 3:00 PM-8:00 PM, and you'll receive your t-shirt after donating that day.

SCHEDULE YOUR DONATION AT AN MKBC DONOR CENTER

SCHEDULE YOUR DONATION ON 8/27 AT ARTSQUEST

We certainly hope you're able to join us on **Thursday, August 27, at 7:30 PM** at the Levitt Pavilion (outside of the **ArtsQuest Center**, 101 Founders Way, Bethlehem) for a great evening of fellowship and music!

Special thanks to our event sponsors, including: **Care Patrol**, **Corporate Images**, **Kitchen Magic**, **First Commonwealth Federal Credit Union**, **Alcom**, **Morton Brown Family Wealth**, **Barry Isett & Associates** and **WFMZ**.



CLICK HERE TO RSVP AND SELECT THE WORKSHOP(S) YOU WOULD LIKE TO ATTEND

HAVE YOU RECEIVED YOUR MKBC CHALLENGE COIN?

It is always a privilege for our staff to present our blood donors and veterans with an **MKBC Challenge Coin**, a token of thanks and appreciation for their military service. If you have not already received yours, please let us know the next time you visit us to donate blood!



CLICK HERE FOR MORE INFO

SAVING LIVES... ONE PINT AT A TIME

Did you know that individuals with the O-negative blood type are **"Universal Blood Donors?"** And that individuals with the AB-positive or AB-negative blood types are considered **"Universal Plasma Donors?"** This is because O-negative blood and AB plasma can be transfused to anyone in need, regardless of their blood type. This is especially important in trauma cases, where there may not be time to confirm a victim's specific blood type.

Universal HERO Club

MKBC's **Universal Hero Club** recognizes our O-negative and O-positive blood donors, as well as our AB-negative and AB-positive plasma donors for their lifesaving commitment. By pledging to a specific number of appointments per year (rolling 12-month period), these donors receive a special MKBC gift when their commitment is fulfilled; additional donations made after a pledge is fulfilled can also earn a donor a $25 or $50 e-gift card!

CLICK HERE FOR DETAILS OR TO SIGN-UP

UPCOMING MKBC PROMOTIONS & GIVEAWAYS

HEART & HUSTLE is a partnership opportunity designed to **connect fitness communities with our lifesaving mission**. Supported by former NFL running back and fitness leader **Andre Williams**, it brings together strength, friendly competition, and community impact. Local gyms become part of something bigger, turning everyday workouts into real, lifesaving action.

BLOODSTRAVAGANZA: This summer make your mark by donating blood in the coolest way possible. Join MKBC's Bloodstravaganza and be part of this epic experience, win prizes, earn exclusive rewards, and help save lives. **We're calling all high school students** to roll up their sleeve, donate blood, and earn cool rewards.

DONOR CENTER-SPECIFIC PROMOTIONS: We have also partnered with the **Lehigh Valley IronPigs, Reading Fightin' Phils, Roba Family Farms, Carvel (N. Fifth St, Reading), and the State Theatre in Easton** for some great promotions available to blood donors in August!

COMING UP: THIRD ANNUAL ST. JANUARIUS BLOOD DRIVE: Register to donate blood from September 18 - December 15 under your **Diocese of Allentown** group code, and receive a St. Januarius pendant blessed by the Most Reverend Alfred A. Schlert, Bishop of the Diocese of Allentown.

CLICK HERE TO LEARN MORE

SCHEDULE YOUR LIFESAVING BLOOD DONATION HERE

Myth: "They probably don't need my blood type."



FACT #1: Blood is perishable. Red blood cells have a shelf life of just **42 days**, while platelets must be used within **7 days** of donation.

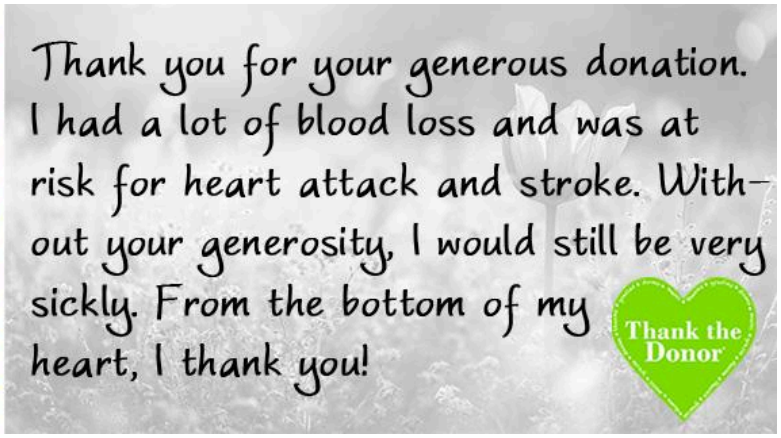
FACT #2: There is no substitute for blood. It **cannot be manufactured** in a laboratory. The only source of this lifesaving resource is volunteer blood donors.

FACT #3: The rarest blood type is the one that is **not on the shelf,** available when a patient needs it most.

Approximately 1 in 4 people will require a blood transfusion at some point in their lives. That means a family member, friend, neighbor, coworker - maybe even you - may one day depend on the generosity of a volunteer blood donor. Maintaining a strong, reliable donor base is essential to the health and welfare of our community. Help ensure blood is available for the next person in need by scheduling your blood donation today.

SCHEDULE YOUR APPOINTMENT





What is MKBC's "Thank the Donor" program? Click here for details.

SEARCH FOR A COMMUNITY BLOOD DRIVE NEAR YOU!

HOSPITALS SERVED BY MKBC	MKBC EMPLOYMENT OPPORTUNITIES	VETERANS STILL SERVING INITIATIVE	MKBC BOARD OF DIRECTORS
FREQUENT LIFESAVER (REWARDS) CLUB	MKBC UNIVERSAL HERO CLUB	MKBC PLATELET WARRIOR CLUB	THANK THE DONOR PROGRAM
MKBC LEGACY SOCIETY	MKBC TECH HEROES PROGRAM	MKBC MEDIA CENTER	JOIN THE MKBC BIOLINKED NETWORK

Miss a previous edition of our e-newsletter? Click here for past issues!

PLEASE ADD TO SAFE SENDER/WHITELIST FOR FUTURE COMMUNICATIONS

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Download on the App Store

Your Blood. Their Hope.®
MILLER-KEYSTONE BLOOD CENTER

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