

Your Blood. Their Hope.®



**MILLER-KEYSTONE**  
BLOOD CENTER

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GIVEaPINT.org

**FOR IMMEDIATE RELEASE**

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**MILLER-KEYSTONE BLOOD CENTER ANNOUNCES “BRING A FRIEND”  
CAMPAIGN IN JANUARY/FEBRUARY**

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) has announced that it will once again hold its “Bring a Friend” campaign in January/February 2025. Beginning in January – recognized as National Blood Donor Month – this campaign aims to increase the community’s available blood supply at a time when inventory levels are traditionally low.

“Blood donations typically decrease during the winter months, as holiday activity combined with inclement weather and seasonal illnesses often prevent people from donating blood,” says Monika Wieggers, Director of Donor Relations, MKBC. “However, Miller-Keystone Blood Center still needs approximately 350 blood donors every day to meet the transfusion needs of our regional hospitals.”

Wieggers explains that these blood donations are needed for the lifesaving treatment of cancer patients, accident victims, premature babies, surgical patients, individuals with inherited blood disorders, and more.

“The Blood Center’s ‘Bring a Friend’ campaign is an annual program encouraging our existing blood donors to bring along a friend who has never donated with MKBC before,” adds MKBC’s Krista Hill, Community Engagement Manager, noting that “both donors will receive a \$25 electronic gift card for their generous support of the only community blood center serving our local hospitals.”

“We encourage all eligible blood donors to find a family member or a friend who has never donated blood with Miller-Keystone, and schedule your lifesaving donations today. What better way to start the New Year than by saving lives together?” concludes Wieggers.

Additional details on this, and additional Blood Center promotions and events, can be found on Miller-Keystone Blood Center’s website at GIVEaPINT.org. To schedule an appointment visit the MKBC website, scan the QR code, download the MKBC Donor Mobile App for your Android or Apple device, or call 800-B-A-DONOR (223-6667).



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