

Your Blood. Their Hope.®



MILLER-KEYSTONE
BLOOD CENTER

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FOR IMMEDIATE RELEASE

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MILLER-KEYSTONE LAUNCHING MONTHLY PODCAST

LEHIGH VALLEY, PA – Miller-Keystone Blood Center (MKBC) has announced the upcoming launch of its brand new podcast titled “Your Blood, Their Hope.” The monthly broadcast will kick off with an introduction and its first episode on Tuesday, January 14, at 10AM.

According to MKBC’s Director of Marketing, Keith Vogrin, podcasts continue to grow in listenership year over year, providing the Blood Center with another platform to reach existing blood donors, as well as connect with potential new donors.

“In 2024, approximately 67% of people in the United States listened to podcasts,” he says. “Using this national percentage, we estimate that more than 400,000 individuals in the Lehigh Valley alone most likely listen to some type of podcast.”

Vogrin adds that podcasts enjoy a balanced listenership between men and women, and that approximately 38% of podcasts are listened to by individuals under the age of 36 – a demographic that the Blood Center is very focused on reaching.

“In Miller-Keystone Blood Center’s service area, more than 86% of our donor base is over the age of 55,” he explains. “In contrast, only 6% of our donor base is between the ages of 16 and 24. This disparity is very concerning, as younger generations are not replacing older donors at the same rate. We are always looking for new ways to reach these younger individuals, to educate them on the importance of having a safe and stable community blood supply.”

“We are so excited to finally be launching our podcast,” adds Krista Hill, MKBC’s Community Engagement Manager. “We will be featuring stories and interviews with some of our amazing blood donors and blood drive

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sponsors, as well as grateful transfusion recipients. We will also be highlighting some of our dedicated Blood Center staff, in addition to sharing information on why it is important to donate blood, how easy it is to sponsor a blood drive, what the current donation eligibility guidelines are, and more.”

The Blood Center’s new podcast launches on Tuesday, January 14, at 10AM, and will be housed on Spotify. Additional information, including the podcast’s episode list and links to individual episodes, can be found in the Blood Center’s online Media Center, located at GIVEaPINT.org/media-center/mkbc-podcast/.



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