

SAMPLE PRESS RELEASE: USED FOR DONATE LIFE MONTH IN 2012

FOR IMMEDIATE RELEASE

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Wisconsinites urged to register as donors during National Donate Life Month

MADISON — Some of the nearly 2,000 people in Wisconsin waiting for a life-saving transplant will die because of a shortage of donor organs before ever receiving a second chance at life.

To combat that sad reality, the University of Wisconsin Organ Procurement Organization (UW OPO) and UW Health are observing National Donate Life Month in April by educating communities across the state about the power of donation and encouraging more Wisconsinites to register as organ, eye and tissue donors at www.YesIWillWisconsin.com.

“This April, our goal is to not only honor those donors who’ve already given the gift of life, but to encourage more Wisconsinites to make the selfless decision that could one day help others live a longer, healthier life,” said Jill Ellefson, executive director of the UW OPO. “By registering as an organ, eye and tissue donor, one person can save or improve the lives of more than 50 people.”

While 2011 marked the achievement of 100 million designated organ, eye and tissue donors nationwide—including one million in Wisconsin alone—the need for organ, eye and tissue transplants has never been greater.

- More than 113,000 people nationally are waiting for an organ transplant.
- Every 11 minutes another person’s name is added to the organ transplant wait list.
- Nineteen people die every day because they didn’t get the organ they needed to survive.

Wisconsin residents can do their part by registering as organ, eye and tissue donors today at www.YesIWillWisconsin.com, rather than waiting until their next visit to the DMV when they receive or renew their driver’s license. In doing so, they will legally authorize donation, saving their loved ones from having to make that decision. The registry allows residents age 15-½ or older to legally authorize donation of their organs, tissues and eyes.

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