

DONATE LIFE MONTH MEDIA TALKING POINTS

ABOUT LIFELINK:

- LifeLink® Foundation is a local non-profit community service organization dedicated to the recovery of lifesaving and life-enhancing organs and tissue for transplantation.
- LifeLink works with hospital partners, transplant centers and organ/tissue donors and their families to facilitate the donation process.
- For more information about LifeLink, visit www.LifeLinkFoundation.org.

NATIONAL DONATE LIFE MONTH:

- April is National Donate Life Month, this national observance brings awareness to the critical need for more organ, eye and tissue donors.

DONOR REGISTRATION:

- Floridians can help save lives by registering their decision to donate at www.DonateLifeFlorida.org, Florida's organ, eye and tissue donor registry, or when obtaining or renewing a driver license.
- LifeLink encourages everyone to share their donation decision with family and friends.
- Anyone, regardless of their age or health, can register to donate.

DONATION STATISTICS:

- More than 5,300 Floridians and 104,000 people across the country, are waiting for lifesaving organ transplants.
- On average, 17 people pass away every day in the U.S. due to the lack of organs available for transplant.
- One donor has the ability to save up to 8 lives through organ donation and can enhance up to 75 through tissue donation.
- Organs and tissue that can be recovered include:
 - 8 organs: heart, two lungs, two kidneys, liver, small intestine, and pancreas
 - 75+ tissues: bones, skin, tendons, ligaments, heart valves and corneas



MEDIA ALERT EXAMPLE

[Name of your event]

*EX: Honoring National Donate Life Month with Flag Raising Ceremony
Transplant recipients share their stories at HCA Florida Largo Hospital*

WHO: Outline the focal point of the event: donor family and/or transplant recipient speaker and their connection to donation. Include the ceremony being performed (honor walk, flag raising ceremony, etc.)

EX: Meet an altruistic kidney donor and recipient who are reuniting for the first time since transplant surgery earlier this year, enjoy a special invocation from a heart transplant recipient and listen to a heart transplant musician accompany the donor flag raising ceremony.

WHAT: Outline the donation observance being recognized and list the speakers participating in your celebration and their titles.

EX: April is Donate Life Month and April 14 marks the special Blue and Green Day observance to help spread the importance of registering to be an organ donor.

- HCA Florida Largo Hospital CEO, Adam Rudd and HCA Florida West Florida Division President, Ravi Chari, MD, open the event with inspiring words of appreciation for The Gift of Life.*
- Altruistic kidney donor Guy Kitchens and recipient Jeff Cooper will share their transplant journey after surgery - their first meeting since the day after surgery. Read the beginning of their story here.*
- Public Affairs, Lifelink Foundation Manager, Ashley Moore will tell us how anyone can be a donor and unveil the 2022 Donate Life month campaign chalk art by a local artist.*
- Heart transplant recipient Albert Juarez will discuss his excitement to 'not just exist, but to make a difference' with a special prayer.*
- Music enthusiast and heart transplant recipient Anthony Gonzalez will play a special song as we raise the donate life flag in honor of organ donors to close the ceremony.*

List speakers who will be available after the event for interviews with the press.

EX: Transplant surgeons and all participants available for interview following ceremony.

WHEN: Date, start and end time

WHERE: Hospital address and location of event

CONTACT: Name of media contact - include cell number

Include any parking/valet information.

EX: A few parking spaces will be reserved for your convenience. Free valet parking is also available.

