



FOR IMMEDIATE RELEASE

Contact:
Mark Johnson
Media Relations Coordinator
Phone: (843) 763-7755 ext. 1056
Email: johnsonm@lifepoint-sc.org

**General Assembly Declares April *Donate Life* Month
LifePoint, Donate Life South Carolina, and South Carolina Hospital
Association partner to sign up more organ/tissue donors.**

Charleston, SC - April 14, 2010: Every 11 minutes another person is added to the national transplant waiting list and approximately 1,000 people in South Carolina currently need an organ transplant. Because of the great need for more organ and tissue donors, Representative Rex Rice and Senator Hugh Leatherman introduced resolutions on April 13, 2010 which passed in the South Carolina General Assembly designating April as ***Donate Life*** Month. It is hoped that this will help call attention the need for more organ/tissue donors in South Carolina as well as inform the public about the South Carolina Organ and Tissue Donor Registry. The *gift of life* was celebrated as donor families and transplant recipients were honored at an awareness event and press conference in the State House rotunda. Nancy A. Kay, President and CEO of LifePoint, was also recognized in commemoration of LifePoint's 25th anniversary.

LifePoint, Donate Life South Carolina, and the South Carolina Hospital Association are partnering in an effort to engage the state's businesses to join our workplace initiative in signing up more donors. This new initiative is called **S.C.R.U.B.S.** (South Carolina Registry Unites Business Support) and will challenge S.C. businesses to join the **S.C.R.U.B.S.** campaign to help us sign up 1.1 million registrants on the S.C. Donor Registry by 11:00 AM on November 11, 2011 (11.11.11).

The South Carolina Organ and Tissue Donor Registry launched on December 23, 2008 at the South Carolina Department of Motor Vehicles (SCDMV). Since that date, over **390,000** South Carolinians have registered their legal consent to become a donor. In fact, since the launch of the registry, approximately **50%** of those obtaining an SCDMV license/ID have said "yes" to organ/tissue donation. That is well above the national average of 37% and puts the South Carolina Donor Registry as one of the top ten successful state donor registries across the country.

Prior to the S. C. Organ and Tissue Donor Registry launch, approximately 1.2 million South Carolinians had the red heart symbol on their driver's license/ID. The names of those who had previously indicated their desire to be donors could not be automatically transferred into the newly-created registry. Thus, the challenge now is to reach those people who may think they are

already *registered* donors. The reality is the heart only symbolized an individual's *desire* to become a donor, but did not indicate first-person *legal consent* or placement into a registry.

Individuals can register now by visiting www.Every11Minutes.org site and/or by obtaining, renewing or changing their S.C. driver's license/ID at any SCDMV office. When registering through the SCDMV, a new logo representing legal consent will be placed on an individual's license/ID. It is a heart and "Y" surrounded by a circle with 11 "ticks" in it. The symbol and registry web site name represent the fact that **every 11 minutes** another person is added to the national transplant waiting list.

New SCDMV Driver's License Donor Symbol:



During 2009, 132 people became organ donors in South Carolina at their death and helped save 394 lives. Nationally, over 21,000 organ transplants were performed in 2009. There were also 408 tissue donors and 730 ocular (eye) donations. Annually, there are more than 25,000 tissue and 70,000 cornea donations in the U. S. These donations saved or improved the lives of South Carolinians and people across the country.

For more information about **Donate Life** Month, the **S.C.R.U.B.S.** campaign or the **South Carolina Organ and Tissue Donor Registry**, contact Mark Johnson, Media Relations Coordinator for LifePoint, at 1-800-462-0755 or 843-763-7755 (ext.1056).

About LifePoint

LifePoint is the designated Organ Procurement Organization (OPO) for organ recovery services in South Carolina. LifePoint actively provides organ, tissue and ocular donor services to 63 hospitals throughout the state. LifePoint also helps support and educate families at an emotionally devastating time, so they can make well-informed decisions about organ and tissue donation.

About Donate Life South Carolina

Donate Life South Carolina is the organization whose mission is to promote organ and tissue donation for transplantation and provide patient assistance for South Carolina transplant recipients. Donate Life South Carolina also maintains the South Carolina Donor Registry.

About South Carolina Hospital Association

South Carolina Hospital Association is a private, not-for-profit organization made up of some 100 member hospitals and health systems and about 900 personal members associated with our institutional members. The mission of SCHA is to support its members in addressing the healthcare needs of South Carolinians through advocacy, education, networking and regulatory assistance.