



**PRESS RELEASE
For Immediate Release**

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LifePoint, S. C. Hospital Association and Donate Life S.C. Launch Campaign to Save Lives by Registering More Organ & Tissue Donors

Charleston, SC – February 16, 2010: LifePoint, the South Carolina Hospital Association and Donate Life South Carolina have launched a collaborative statewide campaign to help save the lives of those awaiting transplants by encouraging and enabling employees to register as organ and tissue donors. “**S.C.R.U.B.S.**” – **South Carolina Registry Unites Business Support** – is designed to be a creative and fun social marketing campaign to motivate employees of hospitals and community businesses to register their legal consent to become donors on the official South Carolina Organ & Tissue Donor Registry: www.Every11Minutes.org.



By registering more donors in South Carolina, ultimately more lives can be saved through organ and tissue donation. **S.C.R.U.B.S.** demonstrates support of the United States Department of Health and Human Services “Workplace Partnership for Life” campaign.

Every 11 minutes another person is added to the national transplant waiting list. Currently, over 105,000 people are on the national transplant waiting list and more than 900 of them are on the South Carolina waiting list. Thirty-nine people on the S.C. list died during 2009 because the organ they needed was not available. Without more donors, many more on the list will die waiting. To tie into the “**every 11 minutes**” theme, the statewide S.C.R.U.B.S. goal is to have 1.1 million registrants in the S. C. Organ and Tissue donor registry (www.Every11Minutes.org) by Nov. 11, 2011 (11/11/11) at 11 AM.

Prior to the S. C. Organ and Tissue Donor Registry launch in December 2008, approximately 1.2 million South Carolinians had the red heart symbol on their driver's license/ID. The goal now is to reach those people who may think they are already *registered* donors in addition to those who have never considered donation in the past. The reality is the heart only symbolized an individual's *desire* to become a donor, but did not indicate *legal consent* or placement into a

registry. The names of those who had previously indicated their desire to be donors could not be automatically transferred into the newly-created 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:



By registering to be an organ/tissue donor, consent is no longer required from any other person unless the donor is under the age of 18. For minors under the age of 18, the parent or legal guardian will also be required to consent at the time of donation.

During 2009 in South Carolina, 132 people became organ donors at their death. Together they donated 394 organs that were transplanted. There were also 419 tissue donors and 730 ocular (eye) donors. 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 info about “**S.C.R.U.B.S.**” or the S.C. Organ and Tissue Donor Registry, contact: Mark Johnson, Media Relations Coordinator - LifePoint, at 1-800-462-0755 or 843-763-7755

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 62 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 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.

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.

