

Donate Life Duel: **Carolina vs. Clemson**

Fans of the Gamecocks and Tigers Engage in Statewide Organ/Tissue Donor Drive!

Who: All Gamecock and Tiger Fans, University of South Carolina and Clemson University students, staff, alumni and other community members.

What: *First Ever Donate Life Duel*— a challenge between fans of the University of South Carolina and Clemson University to register the most organ and tissue donors before the annual football match-up at the end of November. This initiative is a part of the 2009 National Donation Campus Challenge which is spearheaded by the U.S. Department of Health and Human Services, Health Resources and Services Administration. The National Donation Campus Challenge is designed to promote partnerships among organ and tissue donation organizations and colleges, universities, and other post-secondary institutions across the nation. Together, we will be working toward the goal of registering 60,000 new organ and tissue donor designations by the end of November.

When: October 1 – November 23, 2009

Where: Online at HYPERLINK "<http://www.Every11Minutes.org>" www.Every11Minutes.org. Gamecock and Tiger fans can show their school spirit and participate in the challenge by logging on to HYPERLINK "<http://www.Every11Minutes.org>" www.Every11Minutes.org and registering their first-person consent to become an organ and tissue donor. During the registration process, fans can credit either team/university for referring them to the secure online Donor Registry.

Participants are encouraged to help spread the message about the Donate Life Duel competition and to tell 11 friends. They can do this by joining email campaigns and utilizing social networking. A Facebook Page called **Donate Life Duel** has been set up where members can post messages of support, photos and videos of their participation in campus awareness activities. A link to the Facebook Page can be found at HYPERLINK "<http://www.Every11Minutes.org>" www.Every11Minutes.org.

There will also be opportunities to sign up at special awareness events on each campus and at select home football games.

Why: Every 11 minutes another person is added to the national transplant waiting list. Over 103,000 people in the U.S. are waiting for a life-saving transplant. That is more than fills the stands at Williams-Brice Stadium or Death Valley on game day. Unfortunately, an average of 18 of those on the waiting list will die each day before receiving a transplant. Approximately 900 people are on the South Carolina transplant waiting list. By taking just a few minutes to register, one donor can potentially save eight lives through organ donation and improve the lives of 50 or more through tissue donation.

Special Note: Anyone can participate – even if an individual has already registered as a donor on one’s license/ID or online. Non-South Carolina residents can also participate. For one’s commitment to count in the **Donate Life Duel**, the individual must take action and join the Online SC Organ and Tissue Donor Registry by registering at HYPERLINK "http://www.Every11Minutes.org" www.Every11Minutes.org. Once logged in, the registrant will simply need to indicate which school/team they support and their vote in the Donate Life Duel will be counted.

Those who have signed up as an organ/tissue donor since Dec. 23, 2008 (either online or at the SCDMV) can participate by going to the registry website HYPERLINK "http://www.Every11Minutes.org" www.Every11Minutes.org.

When on the website, the individual should click on the “*update my registry info*” navigation tab. Once logged in, the registrant will simply need to indicate which school/team they support and their vote in the **Donate Life Duel** will be counted.

Those who have not signed up online or have not been to the SCDMV since Dec. 23, 2008 can also participate. These individuals should go to HYPERLINK "http://www.Every11Minutes.org" www.Every11Minutes.org and click on “*register now*” to register their first-person legal consent to become an organ and tissue donor. During the registration process, they will also be able to credit their favorite school/team for their registration. Thus, their vote will be counted in the **Donate Life Duel**.

What could be better than another healthy competition between the Gamecocks and Tigers – while saving lives? Everyone is encouraged to participate in the first ever **Donate Life Duel**. You have the power to Donate Life-become an organ and tissue donor today at HYPERLINK "http://www.Every11Minutes.org" www.Every11Minutes.org.

More information:

Mark Johnson
Media Relations Coordinator
LifePoint/Every11Minutes.org
Phone: 1-800-462-0755 ext. 1056
Email: HYPERLINK "mailto:johnsonm@lifepoint-sc.org" johnsonm@lifepoint-sc.org

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 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.

PRESS RELEASE
For Immediate Release

Contact: Mark Johnson
Media Relations Coordinator
Phone: 1-800-462-0755 ext. 1056
E-mail: johnsonm@lifepoint-sc.org

**Working Together To Save Lives---For more information: Call 1-87-PASS-IT-
ON**