



Do It Now![™]
NEWS RELEASE

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Celebrities & Hometown Heroes Take a Seat to Save Lives for Statewide Campaign

Donate Life Ohio's Green Chair campaign aims to increase donor registrations by 240,000 in 2010

January 25, 2010 – Columbus, OH – Governor Ted Strickland, Ohio State University football coach Jim Tressel, Cincinnati Bengals quarterback Carson Palmer and some not-so-everyday Ohioans have joined together to support Donate Life Ohio's (DLO) 2010 Green Chair Campaign. Together, they share their stories of loss, hope and advocacy to raise awareness of organ, eye and tissue donation and ultimately add more Ohioans to the Ohio Donor Registry. With more than 3,000 Ohioans on the waiting list, communicating the urgency of the need for organ, eye and tissue donors is essential to the campaign's success.

The testimonials of these dignitaries and other men, women and children will be prominently featured in a mix of television and radio public service announcements that highlight the campaign's icon, the Green Chair. When empty, the DLO Green Chair can represent the loss of someone who never found a matching donor. Likewise, someone sitting in the chair can represent the new hope of a donor whose gift of life will be the second chance for someone in need. From personal accounts of donor families and recipients to the advocacy of those who've joined the donor registry, the Green Chair provides a platform for Ohioans to save lives.

"The Green Chair is a unifying signature element that represents the opportunity to share personal stories about loss, hope and belief in organ and tissue donation," said Amy Moeder, chair of the Second Chance Trust Fund. "We want people to understand that it only takes a few moments to join the registry, yet it can make the difference of a lifetime to a fellow Ohioan."

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Throughout 2010, the Green Chair will travel to popular venues across the state to offer Ohioans the opportunity to share thoughts and stories about organ, eye and tissue donation, as well as give others the chance to join the registry. In the meantime, DLO is asking Ohioans to become registered donors and start discussing the importance of organ, eye and tissue donation with friends, family and co-workers.

“The more people we encourage to take a seat, the more stories we will have to share,” said Moeder. “The more stories we share, the greater our opportunity for growing the registry and ultimately saving and enhancing lives. We need to do it now!”

The critical goal of the 2010 Green Chair campaign, funded by the Second Chance Trust Fund, is to add 240,000 new donor registrations in Ohio by June 30, 2010. The challenge is directed from Donate Life America and the U.S. Department of Health and Human Services and one that has been successfully met in years past.

To join the discussion, share your story or to find where the Green Chair will be near you, visit www.facebook.com/DonateLifeOhio. Or follow the Green Chair via Twitter @DonateLifeOH.

Register now to be an organ, eye and tissue donor at www.DonateLifeOhio.org or say “yes” to donation when visiting a local bureau of motor vehicles (BMV).

About Donate Life Ohio

Donate Life Ohio is a coalition of the state’s organ, eye and tissue recovery agencies dedicated to educating Ohioans about the need for organ and tissue donation. In this effort to increase donor registrations, they are joined by the Ohio Department of Health, the Ohio Department of Public Safety and the Minority Organ and Tissue Transplant Education Program. For more information, please visit www.DonateLifeOhio.org.

About Second Chance Trust Fund

Through contributions made by individuals at Ohio’s BMVs while receiving or renewing their Ohio driver’s licenses or state identification card, the Second Chance Trust Fund finances educational and action-oriented campaigns like the *Do It Now!*™ program. A \$1 contribution supports donation education in Ohio and gives hope to thousands of Ohioans waiting for a second chance through organ, eye and tissue donation.

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Organ Procurement Organizations

LifeCenter Organ Donor Network, Cincinnati – Andi Johnson, Public Affairs Manager
(513.558.5555 office / 513.315.1785 cell)

LifeBanc, Cleveland, Akron, Canton, Youngstown – Chuck Heald, Director of Media & Community Affairs
(216.283.7057 office / 216.956.1478 cell)

Lifeline of Ohio, Columbus – Marilyn Pongonis, Director of Communications
(614.384.7330 office / 614.580.0393 cell)

Life Connection of Ohio, Dayton – Cathi Arends, Director of Community Relations
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