



# Jesse White

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## SECRETARY OF STATE

# NEWS

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### **Jesse White Unveils Ad Campaign To Kick Off Donate Life! Organ and Tissue Donor Month *Features Recipients and Donor Families Urging Illinoisans to Sign Up With Registry***

Secretary of State Jesse White urged all Illinoisans to join the state's organ and tissue donor registry, following the unveiling of an ad campaign featuring recipients and donor families.

"It's so important that we encourage people to become organ and tissue donors because it saves lives," White said. "Without donors, many of the people in the ad would not be here today. Participating in the program means saving or improving the quality of life for someone in need, possibly someone who is close to you."

April is National Donate Life! Month. Organizations will be working together to promote organ and tissue donor awareness throughout the state. Television and radio ads will air throughout the month of April statewide encouraging people to become an organ/tissue donor. The ad will also be played on 659 movie screens across the state.

Nationally, more than 100,000 people are currently waiting for organ and tissue donations. In Illinois, more than 4.3 million people have signed up for the registry. White is encouraging those who haven't registered since 2006 to register with the First Person Consent Organ/Tissue Registry, which makes a person's decision to donate legally binding.

Illinoisans can register by visiting [www.LifeGoesOn.com](http://www.LifeGoesOn.com), or calling the Illinois Secretary of State Organ/Tissue Donor Program at 1-800-210-2106, or while obtaining or renewing an Illinois driver's license or state identification card at any state driver's license facility.

White will attend events throughout Illinois to encourage donation. Libraries are distributing organ and tissue donation materials and hosting donor drives. Gas Stations are featuring advertisements at the pump encouraging donation, and Illinois grocery stores are displaying floor decals promoting the program. A number of cities, parks, and hospitals are participating in tree planting events statewide that honor donors and recipients. Blue Cross Blue Shield is hosting donor drives statewide.

"Public awareness is crucial with organ and tissue donation," said Jarold Anderson, President/CEO of Gift of Hope Organ & Tissue Donor Network. "We commend campaigns such as this one launched by Secretary White. These efforts have made and continue to make a tremendous impact in our efforts here in Illinois to save and improve the lives of as many people as possible."

"Mid-America Transplant Services (MTS) is privileged to work with the Illinois Secretary of State's Organ/Tissue Donor Program to help increase awareness across the state of Illinois," said Tammy McLane, director of corporate communications for the downstate procurement agency.