



# Jesse White

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## SECRETARY OF STATE

# NEWS

**For Immediate Release:**

April 1, 2008

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### **Jesse White Unveils Ad Campaign To Kick Off Donate Life! Organ and Tissue Donor Month *Features Brittney and Jarrett Payton 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 Brittney and Jarrett Payton, children of Chicago Bears great Walter Payton, whose efforts had a dramatic impact on donation.

"Walter's emotional and honest treatment of his illness was instrumental in raising the rate of those signing up for the organ donor program," White said. "He highlighted the need for organ donation across the country as well as throughout the African American community. That year organ donation increased in Illinois by five percent. Brittney and Jarrett remind us to turn loss into life before time runs out."

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, featuring Brittney and Jarrett along with others who have been featured in previous organ and tissue donor spots, will air in cities and towns across the state encouraging people to help by becoming an organ/tissue donor. This year's television spot features the song, *Thank You* by Dido. The commercial will also be played in movie theaters across the state.

Although over 3,240,977 people have signed up for the new registry, almost 5,000 people in Illinois are waiting for an organ transplant.

White is encouraging those who haven't registered to register with the program. He reminds those who have registered to re-register because the law has changed.

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

White will attend events in communities throughout Illinois to encourage donation. The campaign includes mailings that ask 18-year-olds who are still in high school to join the registry. More than 900 academic and public libraries are also being asked to participate in organ donor awareness throughout the month. Driver's license facilities with highest producing donor registry facilities will be recognized with banners from Donate Life Illinois.

"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 MTS.