

## National Living Organ Donor Initiative

Written by David Rapoport

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Did you know...?

- 19 people die every day waiting for an organ transplant in the United States. Many are from your station's coverage area.
- There are millions of people in the U.S. who need an organ transplant, but only 100,000 are registered on the government's current deceased organ donor list because there are too few deceased donor organs.
- MatchingDonors.com has become the world's largest and most successful nonprofit organization promoting and registering living organ donation.

Currently, patients waiting for an organ donation are placed on a national waiting list through the government. A computer system matches patients to donor organs according to objective criteria such as blood and tissue type, immune status, medical urgency and time spent on the waiting list -the average time to receive a deceased organ is 7 to 9 years on this list. This ranking system determines which patients are offered available organs. This process is extremely important in anyone's organ search, but now MatchingDonors.com and the offers a way to enhance the search with a more active approach- the average time a person receives a living organ from MatchingDonors.com is less than 6 months. Organ failure is rampant in all segments, races and ages across the U.S. We will be running this campaign from October 4, 2011 until December 1, 2011. In December we will contact you with updated PSAs. Also, below are the scripts for the PSAs; if you wish feel free to create your own PSA script as you see fit.

If you need more information about the PSA or our organization please feel free to call me at the telephone number below. If by chance this e-mail was sent to the wrong person to air PSAs could you please forward it to the correct person? If you going to air the PSAs could you please send me an e-mail so we can recognize your station on MatchingDonors.com?

Thank you in advance for your support. Your efforts will directly help us in saving the lives of the millions of Americans who need organ transplants right now and in the future. Thank you for your support.