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MEDIA RELEASE

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For Immediate Release

You Can Save a Life in Three Minutes

VANCOUVER – BC Transplant, an agency of the Provincial Health Services Authority, is appealing to British Columbian's who have not yet registered their decision on organ donation, to quit their procrastinating, and just do it!

April 19 – 26 is National Organ and Tissue Donor Awareness Week - a week where the success of organ donation & transplantation is celebrated across the country, but also when awareness is raised about the critical shortage of organs available for transplant.

Transplants work - thousands of British Columbians are living proof of that. There are people out there who are back to work, getting married, having babies, and doing all the normal things that people do because they've received a transplant. The sad part is there are hundreds of British Columbians whose lives are on hold – in jeopardy in fact, because they're still waiting. These are people living in your community, people you may even know.

Speaking of communities, have a look at the attached for a sample of registration rates in select towns across BC. You'll be surprised by the variety - how low the rate is in some areas, and how high in others. Whatever the number, we can do better.

It doesn't take long to show our support for those waiting. We've made it simple. In three minutes at the most, you can register your decision completely online on BC's Organ Donor Registry. Only 16% of you have done it already, but we know that 85% of you support it. Just do it. Register today at www.transplant.bc.ca.

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BC's Organ Donor Registry (ODR) was introduced eleven years ago, and replaced the system of placing a decal on your Driver's Licence or CareCard.

In 2008, the ODR was upgraded, making BC the first Province in Canada to introduce an online, legal and completely paperless method of registering one's decision on organ donation. Currently, more than 700,000 British Columbians have registered on the Organ Donor Registry.

About BC Transplant

BC Transplant (BCT), established in 1986, is a comprehensive health care organization responsible for all aspects of organ transplant in British Columbia, including; pre-transplant assessment, organ recovery and donor matching, follow-up care at regional clinics across the province, research and clinical trials, and public education.

Over the past four decades, more than 4,500 British Columbians have received a life-saving organ transplant.