**Take two minutes and save a life.**

**April 2024 - Organ Donation Awareness Month**

****We will be sharing photos from all around the province showcasing their support for organ donation, transplantation and in honour of Logan Boulet. Please email your photos to [Divya.Thakor@bct.phsa.ca](mailto:Divya.Thakor@bct.phsa.ca) or tag us in your social media.

**Facebook @BCTransplant**

**Instagram @BC\_Transplant**

**X @bc\_transplant**

**Linkedin @BC Transplant**

**Hashtags**

**#**GreenShirtDay

**#**LoganBouletEffect

**#**HumboldtStrong

**#**TakeTwoMinutes

**#**Register2Give

#registeryourdecision

**Key Messages for Twitter, IG and Facebook**

**April 7, 2024 #GreenShirtDay**

* To mark the day Logan Boulet became an organ donor, his family launched #GreenShirtDay on April 7 of every year. Wear green and show your support! #LoganBouletEffect
* DYK? Green is the official colour of organ and tissue donation, symbolizing the hope organ donors provide to patients in need. Wear green on April 7! #GreenShirtDay
* Easy steps for #GreenShirtDay. 1) Wear Green. 2) Take two minutes to register your decision on organ donation. 3) Talk to your family about your wishes.

**National Organ and Tissue Donation Awareness Week, April 23-29**

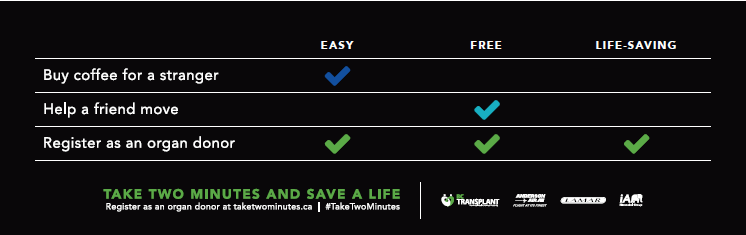
* It’s National Organ and Tissue Donation Awareness Week. Talk to your family about organ donation and register your decision. #RegisterYourDecision
* Talk to your family about organ donation—it’s a conversation that could save up to 8 lives. #RegisterYourDecision

**Campaign**

* What takes 2 minutes? Brushing your teeth. Picking a Netflix movie. Registering as an organ donor. #TakeTwoMinutes and register now. registeryourdecision.ca#Register2Give
* Want to feel awesome in less than 2 minutes? Register as an organ donor today. 1 organ donor can save up to 8 lives. registeryourdecision.ca#RegisterYourDecision.
* Time is everything. This is why we promise registering as an organ donor should only #TakeTwoMinutes. That’s faster than microwave popcorn! #Register2Give
* Do good, feel good! Register to be an organ donor and get that warm fuzzy feeling. 1 organ donor can save up to 8 lives. registeryourdecision.ca #RegisterYourDecision
* Want an easy win to feel great? Register to be an organ donor today. It will only #TakeTwoMinutes and you could save a life. Great deed and fuzzy feels without any hassle. #Register2Give registeryourdecision.ca
* Did you know there are over 500 people in BC waiting for a transplant? You can give someone great hope by registering your decision today at registeryourdecision.ca. 1 organ donor can save up to 8 lives. #Register2Give #RegisterYourDecision

**Links**

* April is Organ Donation Awareness Month: <http://www.transplant.bc.ca/get-involved/awareness-programs/organ-donation-awareness-month>
* Green Shirt Day Resources: <http://www.transplant.bc.ca/get-involved/awareness-programs/green-shirt-day-resources>
* Register your decision: <https://register.transplant.bc.ca/>
  + Registeryourdecision.ca
* Verify your decision: <https://register.transplant.bc.ca/verification>
* Transplant stories:
  + <http://www.transplant.bc.ca/about/news-stories/organ-donation-transplant-stories>
  + <https://www.youtube.com/channel/UC6t1NM16_2y_HIcnUSQWxVA>

**Campaign Graphics** 

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**A green background with yellow stars and words

Description automatically generatedA blue background with yellow and green text

Description automatically generatedA green background with text

Description automatically generatedA white speech bubble with blue text

Description automatically generated**

**A poster with text on it

Description automatically generatedA colorful background with black text and a qr code

Description automatically generatedA poster with text on it

Description automatically generated**

**Campaign Photos**

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**A person smiling with a black shirt

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 **Green Shirt Day Photos**

**Background: Organ donation and transplant in British Columbia**

There are over 500 British Columbians waiting for a life-saving organ transplant in this province. Almost 80 per cent of patients on the transplant wait list live with chronic kidney disease and are currently on dialysis. Those patients on the wait list for a heart, liver or lungs suffer from a variety of chronic diseases such as cardiomyopathy, polycystic liver disease and cystic fibrosis.

For the people on the transplant wait list, organ donation and transplant gives them a new chance at life – an ability to live a normal life, travel, resume work, and spend time with family. While transplant has a physical impact on each patient, the benefits are felt by a much larger circle of family, friends and community.

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