 

**April is National Donate Life Month – Web and Newsletter Article**

April is National Donate Life Month and now is the time to Show Your Heart in support of the more than 2,500 Coloradans currently waiting for a lifesaving transplant. Did you know **anyone**, regardless of age or medical condition, can register as a donor?! Nearly 70% of Coloradans have signed up to give the gift of life and there are several other ways to celebrate that amazing gift of life this April.

Join us at the Denver Auto Show (booth #70) to Show Your Heart for organ, eye and tissue donation by placing a heart stencil on the racecar of NASCAR driver Joey Gase.

Celebrate National Blue and Green Day on April 21 by wearing blue and green in celebration of the lifesaving gift of organ, eye and tissue donation. *Show Your Heart and Save* the entire week leading up to National Blue & Green Day. April 15-21, several area establishments will be offering special discounts to those showing the hearts on their license or wearing blue and green in celebration of National Donate Life Month. Participating restaurants include the below and more info is available at DonateLIfeColorado.org/NDLM.

Be someone’s Hero by saying *Yes* to organ, eye and tissue donation at the Driver License Office. Once you’ve registered and discussed donation with your family, you can learn more on how to show your support at DonateLifeColorado.org/NDLM. #ShowYourHeartCO

**National Donate Life Month Show Your Heart and Save Week – Web and Newsletter Article**

April is National Donate Life Month and a time to Show Your Heart in support of organ, eye and tissue donation! Donate Life Colorado is proud to partner with several local establishments on the Show Your Heart Campaign to appreciate registered donors and increase awareness about the lifesaving gift of donation and transplantation.

From April 15-21, specials discounts will be offered to those showing the heart on their driver license or wearing blue and green at participating restaurants. Show your support for organ, eye and tissue donation and save! Participating restaurants include Dave & Busters, Real de Minas, and more. For more information visit DonateLIfeColorado.org/NDLM.

In Colorado, there are more than 2,500 people waiting for a lifesaving organ transplant and hundreds more that could benefit from eye and tissue donations. Anyone can register to be an organ, eye and tissue donor regardless of age, race, or medical history. Show Your Heart in support of organ, eye and tissue donation during National Donate Life Month and Save! Be someone’s hero. Say yes to organ, eye and tissue donation this April. Learn more at DonateLIfeColorado.org/NDLM. #ShowYourHeartCO

**NASCAR Driver Joey Gase / Denver Auto Show – Web and Newsletter Article**

Donate Life Colorado is proud to partner with NASCAR driver, and organ, eye and tissue donation advocate, Joey Gase, to encourage Colorado residents to *Show Your Heart for National Donate Life Month* this April. Visit the Donate Life Colorado booth at the Denver Auto Show from April 5th-9th to Show Your Heart for organ, eye and tissue donation by placing a heart stencil on Joey’s official racecar. Gase himself will be on hand on the evening of Wednesday, April 5th to show his appreciation for registered organ, eye and tissue donors.

Gase was only 18 when his mother, Mary Jo, died of a brain aneurysm in 2011, and he made the decision to donate her organs and tissues. He races in her honor and is now as passionate about promoting organ, eye and tissue donation as he is about racing.

Here in Colorado, there are more than 2,500 people waiting for a lifesaving organ transplant and thousands more that could benefit from eye and tissue donations. You can Show Your Heart in support of organ, eye and tissue donation during National Donate Life Month. Register to be a donor at the Denver Auto Show or visit DonateLifeColorado.org to sign-up anytime. #ShowYourHeartCO