 

**April is National Donate Life Month – TV and Radio Talking Points**

April is National Donate Life Month and a time to Show Your Heart in support of organ, eye and tissue donation!

More than 68% of Coloradans have registered as organ, eye and tissue donors and have that heart on their driver license. **Anyone**, regardless of age or medical condition, can register as a donor and be someone’s Hero. Say Yes to organ, eye and tissue donation at the Driver License Office and be a hero to the nearly 2,500 Coloradans who continue to wait for a lifesaving transplant. Once you’ve registered and discussed donation with your family, you can learn how to further show your support at DonateLifeColorado.org/ShowYourHeart

**Suggested Sample Questions and Talking Points:**

**It’s National Donate Life Month – what does that mean?**

National Donate Life Month honors the generosity of organ, eye and tissue donors and their families and commemorates all transplant recipients in the United States throughout the month of April. It gives us a great opportunity to remind all Coloradans that it’s important to consider registering to give the gift of life through organ, eye and tissue donation.

**Tell us about the local need? How many people are waiting in Colorado for an organ transplant?**

1. Nearly 2,500 people in Colorado are waiting for a lifesaving organ transplant right now – including children and infants.

2. Another interesting statistic: nationwide there are nearly 120,000 people waiting for a lifesaving transplant. That’s enough to fill Sports Authority field 1.5 times!

**Do a lot of Coloradans register as donors? Where do we stack up compared to other states?**

Coloradans are incredibly generous and consistently have some of the highest donor designation rates in the country. Right now 68% of Colorado adults are registered.

Additionally, on average, 400 lives are saved on average EACH YEAR thanks to organ donors from COLORADO.

However, as long as there is still a waiting list for transplants, our work is not done, and we encourage all Coloradans to consider registering.

**What events and celebrations are planned in our area for National Donate Life Month?**

**Denver Auto Show – April 4-8**

Join us at the Denver Auto Show to Show Your Heart for organ, eye and tissue donation by decoration one of our free cork inspirational hearts. More details to come.

**Show Your Heart and Save, April 9-22**

From April the 9th through the 22nd, several local movie theaters will be offering a second movie ticket, FREE to those showing the heart on their driver license or one of our inspirational, cork hearts in celebration of National Donate Life Month. Participating movie theaters include the below and more info is available at DonateLifeColorado.org/ShowYourHeart.

Alamo Draft House (2 locations)

Elvis Cinemas (3 locations)

**National Blue & Green Day – April 13:**

A special day of recognition in celebration of the lifesaving gift of organ, eye and tissue donation. Wear blue and green this day in an effort to spread awareness about organ, eye and tissue donation and transplantation. We have partnered with local hospitals, driver license offices, schools, businesses, and community organizations to spread awareness about organ and tissue donation and encourage the public to celebrate National Blue and Green Day.

**We’ve all heard myths surround organ & tissue donation. Can you help us sort out the facts?**

1. All major religions support organ, eye and tissue donation and see it as an act of love and generosity toward others.

2. The first priority of any medical professional is to save lives when sick or injured people come to the hospital – Donation is not an option until death has been declared.

3. There is no cost to the donor or family for organ, eye & tissue donation.

**Who can register to be a donor? What is the age limit? What about disease?**

ANYONE can register to be an organ, eye and tissue donor regardless of age, race, or medical history! Each person’s medical condition is evaluated at the time of their death to determine what organs and tissues are viable for donation. People living with chronic diseases or those who have a history of cancer or other serious diseases are still encouraged to register as organ, eye and tissue donors and may still be viable to be donors. Register and let the medical professionals decide!

**How many lives can be saved from a single donor?**

Eight lives can be saved from a single organ donor and more than 75 lives can be saved and healed through the donation of tissue tissues like skin for burn victims and bone for reconstruction.

**What organs can be transplanted? Tissue?**

Heart, lungs, liver, kidneys, pancreas and small intestine (8 transplantable organs total). Transplantable tissues include corneas, skin, tendons, veins and heart valves.

**My driver’s license doesn’t need to be renewed for a few years…and I don’t want to wait until then to register to be a donor. How can I register today?**

You can register **ANYTIME** and easily online today at www.DonateLifeColorado.org. That’s Donate Life Colorado dot Org. And be sure to share your decision with your family!

**Where can Coloradans find more information and ask questions about donation and transplantation?**

We encourage any residents who have questions about donation to visit the Donate Life Colorado Facebook page. Here you can find a wealth of information and also pose questions that will be answered by the donation experts from Donor Alliance. DonateLifeColorado.org is also a great resource.

**National Donate Life Month Show Your Heart and Save – TV and Radio Script / Talking Points**

* Be someone’s Hero and show your support for organ, eye and tissue donation. From April 9th through the 22nd, show the heart on your driver license or one of our inspirational, cork hearts to receive a second movie ticket, FREE at participating theaters! To get a list of participating locations and learn more visit DonateLifeColorado.org/ShowYourHeart. Be Someone’s hero. Say yes to organ, eye and tissue donation.
* Show Your Heart and Save for National Donate Life Month! Show your support to the nearly 2,500 Coloradans waiting for a lifesaving transplant and save. From April 9th through the 22nd, show the heart on your driver license or one of our inspirational, cork hearts at participating movie theaters and receive a second movie ticket, FREE. For more details visit DonateLifeColorado.org/ShowYourHeart or search #ShowYourHeart. Be Someone’s hero. Say yes to organ, eye and tissue donation.