

Media Advisory

April is BeADonor month in Ontario

Toronto, April 1, 2015 – Today in Ontario, there are over 1,500 people waiting for a lifesaving organ transplant. One organ donor can save up to eight lives and enhance as many as 75 through the gift of tissue.

More than three million Ontarians (27 per cent) have already registered their consent to donate organs or tissue after their death. It only takes two minutes to register at www.BeADonor.ca. While organ and tissue donation has increased significantly in Ontario, one person dies waiting for a transplant every three days, because there are still not enough donors to meet the need.

Trillium Gift of Life Network, Ontario's organ and tissue donation and transplant agency, is celebrating BeADonor Month throughout the province with awareness events and registration drives. On April 19, the CN Tower will be lit green to honour organ and tissue donors and their families.

Share your pride as a registered organ donor by adding a “BeADonor like me button” to your Twitter and Facebook profiles and by taking part in the #1saves8 challenge: Share a photo of yourself with 8 others to symbolize the 8 lives you could save as an organ donor. Tag #1saves8 and challenge others to do the same. For more information: www.Facebook.com/TrilliumGiftofLife.

Media are invited to contact Trillium Gift of Life Network for the registration rate in their community, or to be connected with a local story about the impact of organ and tissue donation.

Contact:

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Trillium Gift of Life Network is a not-for-profit agency of the Government of Ontario responsible for planning, promoting, coordinating and supporting organ and tissue donation for transplantation across Ontario and improving the system so that more lives can be saved.