



Media Release



WINDSOR SPITFIRES CHAMPION ORGAN & TISSUE DONATION

Conference Championship Starts Week of City-wide Donation Registration Awareness Campaigns

Windsor, ON - April 16, 2010 – The Windsor Spitfires kick off National Organ and Tissue Donation Awareness Week (NOTDAW) in Windsor with the first of many events to mark the week throughout the city. The Spitfires' Rogers Western Conference Championship Series home game against the Kitchener Rangers on Sunday, April 18 is dedicated to the importance of registering one's organ and tissue donation decision. The game begins at 7:05 p.m. at the Windsor Family Credit Union Centre (8787 McHugh Street).

A Trillium Gift of Life Network information booth will be set up at the game, where the fans can learn more about organ and tissue donation and the initiatives that saved nearly 700 lives through a record 218 organ donors in 2009, a 17 per cent increase over the previous year. This trend in organ and tissue donations has continued in 2010. The lives of thousands of others were also improved last year through record breaking numbers of tissue transplants. A pre-game public service announcement, informative video, and T-shirt giveaways will be on the awareness building roster.

“With our renewed focus on attracting more families, casual fans and young fans than ever before, we believe we have an excellent way to inform the community about the importance of registering their consent to organ and tissue donation. We believe Windsorites can make a real difference in the lives of others,” said Bob Boughner, President and Head Coach of the Windsor Spitfires, “and that they will want to learn more about this important topic.”

“As of December 31, 2009, only 12% of Windsorites 16 and older with health cards have registered their consent to be donors, fewer than the provincial average of 17%. With 36 Windsor residents now waiting for a transplant, more signed consents would be helpful. By working together we can save the lives of the more than 1,600 men, women and children in the province waiting for a life saving transplant,” said Paula Schmidt, Organ and Tissue Donation Coordinator at Hôtel-Dieu Grace Hospital.

Windsor's commitment to NOTDAW will be on display at:

- ServiceOntario: The Health Card Services – OHIP office will host a TGLN information booth at its City Hall Square East office from 9 a.m. to 5 p.m. on April 19.
- NOTDAW Proclamation & Living Green Ribbon (LGR): Windsor Fire & Rescue Services Chief David Fields and Police Chief Gary Smith as will join Mike Brennan, of the Kidney Foundation of Canada (KFC) to kick off the Hôtel-Dieu Grace Hospital / KFC event by reading a proclamation from Mayor Eddie Francis before the staff and community from the LGR on April 19 at 10 a.m. Hospital President and CEO Warren Chant and VP Operations and Chief Nursing Executive Pat Somers will also participate in the event.
- Hôtel-Dieu Grace Hospital Registration Drive: Consent forms will be available at the hospital lobby TGLN booth.
- Police Department members will wear green ribbons to show their support for registration of organ and tissue donation decisions and have consent forms available on site April 19-23.
- Windsor Fire & Rescue Services will display green magnets on their trucks throughout the week.
- Caesars Windsor will support the awareness campaign internally by making consent forms and TGLN brochures available for their 3,000+ staff. Also, on April 22, the exterior waterfall will be illuminated with green lights in a display of support for this important cause.
- Sun Life Financial 3rd Annual Charity Challenge "Run Under The Sun": In partnership with Sport Fest Windsor and W.R.A.C.E., these groups will sponsor a 1K fun walk/run and kids dash as well as 5K and 10K events at the Ciociaro Club (3745 North Talbot Rd. R.R. #1 Oldcastle) on April 24. Registration starts at 3 p.m., races begins at 4:30 p.m. Registration information is available at <http://www.onlineregistrations.ca/sunrun/>

- April Teeth Whitening & Organ Donor Awareness Campaign: For the month of April, three Windsor dentists will donate their time and the cost of discounted teeth whitening to Sport Fest Windsor, and promote the importance of signing organ and tissue consent forms to patients. Contact Tom Awad for more information at 519-944-5760.

About Windsor Spitfires

The Windsor Spitfires are among the oldest operating teams in the Ontario Hockey League (OHL). The Windsor based club has been thrilling hockey fans in Windsor and Essex County with its exciting brand of junior hockey for over 30 years. They are the defending MasterCard Memorial Cup and OHL Champions, winning both titles in the 2008-2009 season.

About Trillium Gift of Life Network

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

Ontarians can register consent to donate their organs and tissue by visiting their local ServiceOntario Health Card Services – OHIP office or outreach centre where they renew their health card. You can also register by downloading and filling out a Gift of Life Consent Form from www.giftoflife.on.ca and mailing it to the address on the form.

Even if you've already signed your donor card, please also register your decision so that this information is accessible at the time of your death and talk to your family about your decision.

For more details on Trillium Gift of Life Network, please visit our website at www.giftoflife.on.ca, or call toll free 1-800-263-2833.

-30-

For more information please contact:

Rob Gagnon
Public Relations Coordinator
Windsor Spitfires
Tel: 519-254-5000 ext 208
gameday@windsorspitfires.com

J.R. Dash
Trillium Gift of Life Network
Tel: 416-619-2304
Cell: 416-910-9737
jdash@giftoflife.on.ca

Paula Schmidt
Organ and Tissue Donation Coordinator
Hôtel-Dieu Grace Hospital.
519-973-4411 ext. 3421
PSchmidt@giftoflife.on.ca