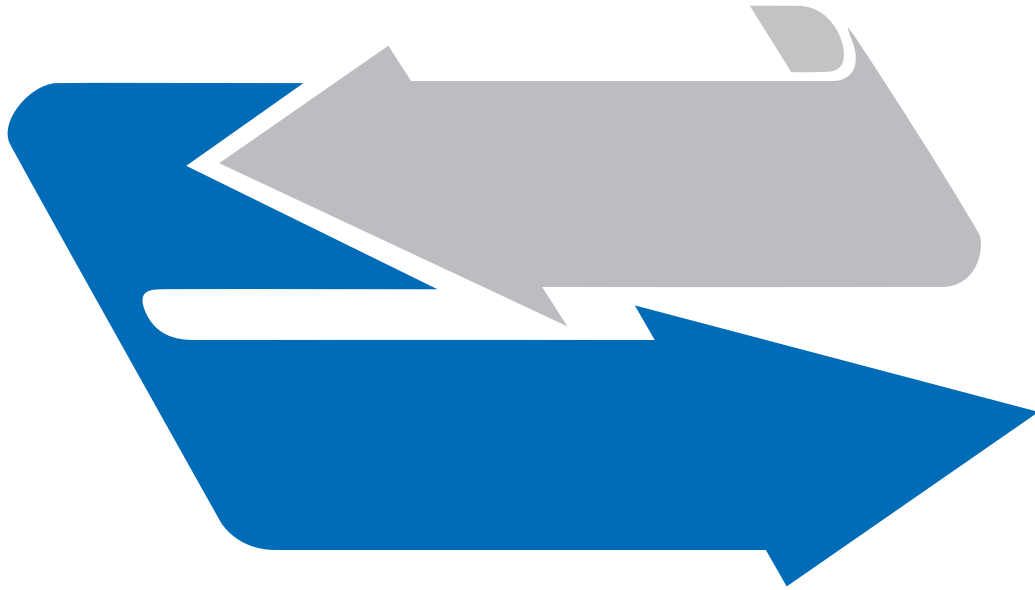


Lifeliink[®]



Media Kit



About LifeLink

LifeLink® Foundation is a non-profit community service organization dedicated to the recovery of life-saving and life-enhancing organs and tissue for transplantation therapy. The Foundation works in a sensitive, diligent and compassionate manner to facilitate the donation of desperately needed organs and tissues for waiting patients, support research efforts to enhance the available supply of organs and tissue for transplant patients, improve clinical outcomes of patients post transplantation and work closely with the United Network For Organ Sharing (UNOS) to support its goals.

We are committed to inspiring the public to save and improve lives through organ and tissue donation. To make transplantation a reality, LifeLink Foundation focuses its attention in a number of areas. For more information please visit www.LifeLinkFoundation.org.

About the Registries

Patients awaiting lifesaving organ and tissue transplants rely on the generosity of individuals who have chosen to become organ and tissue donors by registering their decision to donate life on the donor registry. Donor registration in Florida, Georgia and Puerto Rico can be achieved by:

- Visiting the state donor registry online (www.DonateLifeFlorida.org, www.DonateLifeGeorgia.org or www.DonateLifePuertoRico.org).
- Registering when renewing or receiving a driver license or identification card
- For more information on donation and/or how to register, please visit www.LifeLinkFoundation.org/RegisterToday.

A donor registration is a legally binding decision that individuals can make for themselves. Recovery organizations work with family members in the event donation becomes an option to honor the wishes of the potential donor.

5 Divisions, including three Organ Procurement Organizations (OPOs):



LifeLink of Florida (Tampa)

- Serving 15 counties
- >5.8 million population



LifeLink of Georgia (Atlanta)

- Serving 192 hospitals in Georgia and two hospitals in South Carolina
- >10.5 million population



LifeLink of Puerto Rico (Guaynabo)

- Serving Puerto Rico and the U.S. Virgin Islands
- Combined population base of >3.3 million population

LifeLink Transplantation Immunology Laboratory

LifeLink Tissue Bank

LifeLink Legacy Fund® is an additional 501(c)3 organization providing financial assistance to transplant patients in need. It also funds research initiatives to benefit organ transplantation.

Did You Know? Organ & Tissue Donation Quick Facts & Stats

- Did You Know? Organs & Tissues that can be recovered for transplant include: kidneys, liver, heart, pancreas, lungs, small intestine, bone, tendons, ligaments, skin, heart valves and corneas.
- Did You Know? More than 5,300 Floridians, 4,700 Georgians and over 300 patients in Puerto Rico are actively awaiting a kidney, pancreas, heart and/or liver transplants. More than 109,000 men, women and children are waiting for organ transplants. Thousands more could benefit from tissue transplantation.
- Did You Know? One organ and tissue donor can potentially benefit more than 70 people.
- Did You Know? There are 57 federally designated organ procurement organizations in the United States. LifeLink has been granted three of the 57 OPO designations and collaborates with hospitals, medical professionals, driver licensing partners, other agencies (such as medical examiners and law enforcement) and the public to increase awareness of the growing need for organ and tissue donation and encourage all individuals to register their donate life decision today (www.LifeLinkFoundation.org/RegisterToday).
- Did You Know? LifeLink Tissue Bank provides an array of services supporting tissue transplantation throughout the United States. Since 1985, LifeLink has provided over one million allografts for neurosurgical, orthopaedic, cardiovascular, and reconstructive surgery. LifeLink maintains exceptional standards to ensure the safety and clinical effectiveness of allograft tissue for patient protection. For more information visit www.LifeLinkFoundation.org/TissueBank.
- Did You Know? LifeLink Transplantation Immunology Laboratory is known internationally as a reference laboratory and leader in immunology science, providing testing services that match organs with waiting patients. For two decades this highly specialized laboratory has developed procedural and technical breakthroughs.
- Did You Know? Tens of thousands of organ transplants and hundreds of thousands of tissue transplants have occurred as a result of efforts by LifeLink and thanks to the generosity of donors and their families.
- Did You Know? Individuals can join the National Donate Life Registry at www.RegisterMe.org. In addition, iPhone users can also register via their phone's Health app. Individuals already on a state registry can also join the national registry, but it is not necessary to ensure one's donation wishes are honored as both are legally binding. At the time of death, if organ and/or tissue donation is an option the recovery organization will check both state and national donor registries.

Did You Know? A Guide to Sensitive Language About The Donation Process

(Suggestions on appropriate vs. inappropriate verbiage when working with donor families &/or informing the public)

- “recovery” or “donation” of organs, **NOT** “harvesting” of organs / “recover” organs, **NOT** “harvest” organs
- “determine brain death”, **NOT** “declare brain death”
- “death”, **NOT** “legal death”
- “mechanical support” or “ventilator support”, **NOT** “life” support
- “donated” or “recovered organs and tissues”, **NOT** “body parts”
- “deceased donation”, **NOT** “cadaveric” or “cadaver donation”
- “deceased donor”, **NOT** “cadaver” (when used to reference donation process)

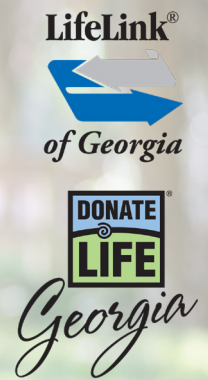


To join Florida's organ, tissue and eye donor registry visit www.DonateLifeFlorida.org.

LifeLink of Florida Fact Sheet

LifeLink of Florida is an independent, non-profit organ and tissue recovery organization dedicated to serving patients in need of transplant therapy and their families. This is one of five divisions of LifeLink Foundation and based in Tampa, Florida. As one of 57 OPOs in the U.S., LifeLink of Florida collaborates with hospitals, medical professionals, medical examiners, law enforcement agencies, driver license offices and other community partners to increase awareness of the continued need for organ and tissue donation and encourage individuals to join Florida's donor registry. LifeLink medical professionals are on call 24 hours daily and practice in accordance with the [Uniform Anatomical Gift Act \(UAGA\)](#) and other relevant legislation. For more information visit www.LifeLinkFoundation.org.

- Did You Know? LifeLink of Florida serves a population of > 5.8 million across 15 counties in west Florida (Charlotte, DeSoto, Glades, Hardee, Hendry, Hernando, Highlands, Hillsborough, Lee, Manatee, Pasco, Pinellas, Polk and Sarasota Counties).
- Did You Know? 109,000+ men, women and children are waiting for an organ transplant nationally; 5,300+ of those patients are waiting in Florida. Thousands more could benefit from tissue transplantation.
- Did You Know? Organs & tissues that can be recovered for transplant include the kidneys, liver, heart, pancreas, lungs, small intestine, bone, tendons, heart valves, skin and corneas.
- Did You Know? One organ & tissue donor can potentially benefit more than 75 individuals.
- Did You Know? Sensitive language suggestions for donor families &/or when informing the public about donation:
 - ♡ "recovery" or "donation" of organs, **NOT** "harvesting" of organs / "recover" organs, **NOT** "harvest" organs
 - ♡ "mechanical support" or "ventilator support", **NOT** "life" support
 - ♡ "donated" or "recovered organs and tissues", **NOT** "body parts"
 - ♡ "deceased donor", **NOT** "cadaver" (when used to reference donation process)



To join Georgia's organ, tissue and eye donor registry visit www.DonateLifeGeorgia.org.

LifeLink of Georgia Fact Sheet

LifeLink of Georgia is an independent, non-profit organ and tissue recovery organization dedicated to serving patients in need of transplant therapy and their families. This is one of five divisions of LifeLink Foundation and based in Norcross, Georgia. As one of 57 OPOs in the U.S., LifeLink of Georgia collaborates with hospitals, medical professionals, medical examiners, coroners, law enforcement agencies, Department of Driver Services and other community partners to increase awareness of the continued need for organ and tissue donation and encourage individuals to join Georgia's donor registry. LifeLink medical professionals are on call 24 hours daily and practice in accordance with the [Uniform Anatomical Gift Act](#) (UAGA) and other relevant legislation. For more information visit www.LifeLinkFoundation.org.

- Did You Know? LifeLink of Georgia serves the entire state of Georgia and two counties in South Carolina, representing a population of > 10.5 million and nearly 200 hospital partners,
- Did You Know? 109,000+ men, women and children are waiting for an organ transplant nationally; 4,700+ of those patients are waiting in Georgia. Thousands more could benefit from tissue transplantation.
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 - ♡ "deceased donor", **NOT** "cadaver" (when used to reference donation process)



To join Puerto Rico's organ, tissue and eye donor registry visit www.DonateLifePuertoRico.org.

LifeLink® of Puerto Rico Fact Sheet

LifeLink of Puerto Rico is an independent, non-profit organ and tissue recovery organization dedicated to serving patients in need of transplant therapy and their families. This is one of five divisions of LifeLink Foundation and based in Guaynabo. As one of 57 OPOs in the U.S., LifeLink of Puerto Rico collaborates with hospitals, medical professionals, medical examiners, CESCO (where driver license transactions take place) and other community partners to increase awareness of the continued need for organ and tissue donation and encourage individuals to join Puerto Rico's donor registry. LifeLink medical professionals are on call 24 hours daily and practice in accordance with the [Uniform Anatomical Gift Act](#) (UAGA) and other relevant legislation. Since its establishment in 1994, LifeLink of Puerto Rico has made possible 2,500+ transplants thanks to the generosity of donors and their families, combined with LifeLink efforts. For more information visit www.LifeLinkFoundation.org.

- Did You Know? LifeLink of Puerto Rico serves Puerto Rico and the U.S. Virgin Islands, representing a combined population of >3.3 million.
- Did You Know? 109,000+ men, women and children are waiting for an organ transplant nationally; more than 300 of those patients are waiting in Puerto Rico for a kidney, pancreas, liver and/or heart transplant..
- Did You Know? One organ & tissue donor can potentially benefit more than 75 individuals. Organs & tissues which can be recovered for transplant are kidneys, liver, heart, pancreas, lungs, small intestine, bone, tendons, heart valves, skin and corneas.
- Did You Know? Sensitive language suggestions for donor families and when informing the public about donation:
 - ♡ "recovery" or "donation" of organs, **NOT** "harvesting" of organs / "recover" organs, **NOT** "harvest" organs
 - ♡ "mechanical support" or "ventilator support", **NOT** "life" support
 - ♡ "donated" or "recovered organs and tissues", **NOT** "body parts"
 - ♡ "deceased donor", **NOT** "cadaver" (when used to reference donation process)

Did You Know? Tissue Donation Facts

Each year, hundreds of thousands of Americans receive tissue transplants to restore their quality of life. One tissue donor can help more than 75 people. Learn the facts about tissue donation, sign up on the donor registry and share your decision about donation with your family today!

- Transplanted skin assists individuals who have suffered severe burns or other injuries in more than 1,000,000 procedures per year. Three quarters of this usage occurs in life-saving circumstances.
 - With increased donation, skin grafts could be provided to another 500,000 patients.
 - Skin is recovered in a thin, split-thickness layer, generally from the back of the body, allowing donor families the option of an open casket funeral.
- Tissues used for transplantation include corneas or whole eyes, skin, bone, heart valves and more.
- An estimated 200,000 procedures utilizing bone grafts are performed each year. Many times, bone grafts prevent the need for amputation as a result of tumors, trauma or infection.
- After tissue is recovered from a donor, prosthetic devices are placed to ensure the possibility of an open casket funeral.
- Tissue donation does not require intact cardiovascular function. It should be considered in all circulatory deaths.
- Donated corneas restore sight in over 85,600 transplant procedures every year. As with bone donation, prosthetics are used after cornea or whole eye recovery, which allows for an open casket funeral.
- Donated heart valves are recovered from individuals whose whole heart is not suitable for transplantation. Children born with heart defects and patients with vascular disease can benefit from this type of donation, which can be made after brain or cardiac death.
- Great care is taken during the tissue recovery process, in honor of the gifts of donation being given and also to ensure the donor may have an open casket funeral.

Did You Know... Directed Organ Donation Facts

- Generally, if a donor's family knows someone waiting for an organ transplant, they can request that they direct donate one of their loved one's organs to that particular person.
- A directed donation typically goes to a family member, friend, member of a church, a classmate, or another person who is held in high esteem by the donor's family.
- While directed donation is a potential option for all individuals awaiting a transplant, it occurs infrequently.

Directed donation can only occur if...

- The organ needed by the patient is functioning well enough in the donor to be recovered and transplanted;
- The patient in need is on the national waiting list for an organ transplant;
- The donated organ matches the patient's needs for blood type and body size; and in the case of kidneys, appropriate antigen tissue compatibility;
- The patient in need is healthy enough to undergo the operation at the time the organ is available;
- The patient's surgeon agrees that the donated organ is the best organ for that patient.

Directed donation cannot occur if...

- The family requests to donate only to a particular racial or ethnic group.
- The family requests to donate only to a particular type of person (police officer, poor person, rich person, etc.).



Minority Perspectives on Organ & Tissue Donation

By the Numbers:

- Exactly 60% of people on the waiting list for organ transplants are members of minority groups.
- 1 in every 3 African Americans has high blood pressure - a leading cause of kidney failure.
- Nationally, 31% of patients listed for a kidney transplant are African American. In Georgia, the percentage is significantly increased to nearly 68%.

According to the American Diabetes Association:

- Minorities suffer higher rates of the diseases which can lead to kidney failure. For example, Native Americans have the highest rate of diabetes, followed by African Americans and Hispanics.
- Matching organs between members of the same racial and ethnic group often enhances successful transplantation.
- An increase in organ donation among minorities can lead to earlier and more successful transplants, especially for African Americans.

Media Contacts

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