

HRSA/Organdonor.gov
Organ Donor 50+ Radio PSAs

:60 SPOT ONE: "Poodle Skirts or Mini-Skirts"

TWO VOICES: in 50+ demographic share the lines. MUSIC

UP: Light and positive, but not tied to any era.

WOMAN: If you remember poodle skirts, miniskirts, or bellbottoms you're just the right age.

MAN: Whether you listened to Bing Crosby or Chuck Berry...

WOMAN: ... the Beach Boys, the Bee-Gees or the Beatles, we need your help.

MAN: Even if you're in your 50's, 60's, 70's, or beyond, you too can register to become an organ and tissue donor.

WOMAN: Surprised? You shouldn't be.

MAN: Any age is the right age to donate the gift of life. And the need is so great.

WOMAN: Today, thousands of people are waiting for a transplant.

MAN: But only one in three of us over the age of 50 is a registered organ donor.

WOMAN: If we all registered, imagine how many lives we could save.

MAN: How many families we could help.

WOMAN: So whether you remember the first step on the moon....or the last step of the hustle...

MAN: ...take an important step today...and learn more.

WOMAN: Get the facts. Register to become an organ and tissue donor. ANNOUNCER

MAN: Find out how at organdonor-dot-gov or call 1-866-99DONATE.

A message from the US Department of Health and Human Services, Health Resources and Services Administration.