FOR IMMEDIATE RELEASE Contact: [NAME]

[DATE] [TELEPHONE NUMBER]

[PARTNER NAME] EARNS NATIONAL RECOGNITION   
FOR PROMOTING ORGAN, EYE, AND TISSUE DONATION

[PARTNER NAME] earned national recognition from the U.S. Department of Health and Human Services Health Resources and Services Administration (HRSA) for its efforts to increase organ, eye, and tissue donor registrations across the state through the DoNation Campaign. DoNation is an initiative that unites HRSA and the organ donation community with workplaces across the nation in spreading the word about the importance of donation and increasing the number of registered organ, eye, and tissue donors.

The DoNation Campaign challenges workplaces across all industries to educate their staff, visitors, and communities about the critical need for organ, eye, and tissue donation, and to provide opportunities for individuals to register as organ donors. [PARTNER NAME] earned [LEVEL OF RECOGNITION; Bronze, Silver, Gold, or Platinum] recognition for conducting awareness and registration activities between October 2023 and September 2024, prompting [NUMBER OF NEW REGISTRATIONS GENERATED BY PARTNER] new donor registrations.

[PARTNER NAME] was one of 1,434 organizations to participate in the 2024 campaign.

[See the full list of DoNation partners recognized.](https://www.organdonor.gov/sites/default/files/organ-donor/professional/workplace/2024-donation-partner-recognition-roster.pdf)

[OPTIONAL QUOTE FROM PARTNER ORGANIZATION LEADER STATING APPRECIATION FOR THE AWARD AND THE IMPORTANCE OF AND THE ORGANIZATION’S COMMITMENT TO DONATION AWARENESS AND REGISTRATION.]

The 2024 DoNation Campaign added 23, 104 total registrations to state registries, including registrations from Puerto Rico and the U.S. Virgin Islands. Since its inception in 2011, campaign partners have catalyzed 662,503 registrations and united donation advocates with representatives from their local organ procurement organizations, Donate Life America affiliates, and state and regional hospital associations. [PARTNER NAME] collaborated with [OPO/DLA NAMES AND STATE HOSPITAL ASSOCIATION, if applicable] to enhance its outreach efforts.

[OPTIONAL QUOTE FROM OPO/DLA ABOUT COLLABORATION.]

Every eight minutes, another person is added to the national transplant waiting list, reaffirming the critical and growing need for more registered organ, eye, and tissue donors. [Learn more](https://www.organdonor.gov/professionals/workplace/donation) about the DoNation Campaign and [sign up](https://www.organdonor.gov/sign-up) as an organ, eye, and tissue donor today!

[OPTIONAL: PARTNER BOILERPLATE AND/OR MISSION STATEMENT.]

###

FOR IMMEDIATE RELEASE Contact: [NAME]

[DATE] [TELEPHONE NUMBER]

[HOSPITAL ASSOC. NAME] AND PARTNERS EARN NATIONAL RECOGNITION   
FOR PROMOTING ORGAN, EYE, AND TISSUE DONATION

[HOSPITAL ASSOC. NAME] earned national recognition from the U.S. Department of Health and Human Services Health Resources and Services Administration (HRSA) for its efforts to engage hospitals in increasing organ, eye, and tissue donor registrations across the state through the DoNation Campaign. DoNation is an initiative that unites HRSA and the organ donation community with workplaces across the nation in spreading the word about the importance of donation and increasing the number of registered organ, eye, and tissue donors.

The DoNation Campaign challenges workplaces across all industries to educate their staff, visitors, and communities about the critical need for organ, eye, and tissue donation, and to provide opportunities for individuals to register as organ donors. [HOSPITAL ASSOC. NAME] recruited and worked with DoNation partners between October 2023 and September 2024 to plan and conduct organ donation awareness and registration activities. In turn, [HOSPITAL ASSOC. NAME] and partner organizations earned [LEVEL; Bronze, Silver, Gold, Platinum] recognition from HRSA. [List Partners]

[See the full list of DoNation partners recognized.](https://www.organdonor.gov/sites/default/files/organ-donor/professional/workplace/2024-donation-partner-recognition-roster.pdf)

[QUOTE FROM HOSPITAL ASSOCIATION ABOUT THE IMPORTANCE OF DONATION REGISTRATION.]

The 2024 DoNation Campaign added 23,104 total registrations to state registries, including registrations from Puerto Rico and the U.S. Virgin Islands. Since its inception in 2011, campaign partners have catalyzed 662,503 registrations and united donation advocates with representatives from their local organ procurement organizations, Donate Life America affiliates, and state and regional hospital associations. [HOSPITAL ASSOC. NAME] collaborated with [OPO/DLA NAMES AND DONATION ORGANIZATIONS, if applicable] to enhance their outreach efforts.

Every eight minutes, another person is added to the national transplant waiting list, reaffirming the critical and growing need for more registered organ, eye, and tissue donors. [Learn more](https://www.organdonor.gov/professionals/workplace/donation) about the DoNation Campaign and [sign up](https://www.organdonor.gov/sign-up) as an organ, eye, and tissue donor today!

[If applicable, mention the collaborative efforts of your OPO and DLA.]

[OPTIONAL: HOSPITAL ASSOCIATION BOILERPLATE AND/OR MISSION STATEMENT.]

###

FOR IMMEDIATE RELEASE Contact: [NAME]

[DATE] [TELEPHONE NUMBER]

[DONATION ORGANIZATION NAME] EARNS NATIONAL RECOGNITION   
FOR PROMOTING ORGAN, EYE, AND TISSUE DONATION

[DONATION ORGANIZATION NAME] earned national recognition from the U.S. Department of Health and Human Services Health Resources and Services Administration (HRSA) for its efforts to engage hospitals in increasing organ, eye, and tissue donor registrations through the DoNation Campaign. DoNation is an initiative that unites HRSA and the organ donation community with workplaces across the nation in spreading the word about the importance of donation and increasing the number of registered organ, eye, and tissue donors.

The DoNation Campaign challenges workplaces in all industries to educate their staff, visitors, and communities about the critical need for organ, eye, and tissue donation, and provide opportunities for individuals to register as organ donors. [DONATION ORGANIZATION NAME] recruited and worked with workplaces between October 2023 and September 2024 to plan and conduct organ donation awareness and registry activities. In turn, [DONATION ORGANIZATION NAME] and partner workplaces earned [LEVEL OF RECOGNITION; Bronze, Silver, Gold, Platinum] recognition from HRSA.

[List Partners]

[See the full list of DoNation partners recognized nationally.](https://www.organdonor.gov/sites/default/files/organ-donor/professional/workplace/2024-donation-partner-recognition-roster.pdf)

[QUOTE FROM DONATION ORGANIZATION ABOUT THE IMPORTANCE OF DONATION REGISTRATION.]

The 2024 DoNation Campaign added 23,104 total registrations to state registries, including registrations from Puerto Rico and the U.S. Virgin Islands. Since its inception in 2011, campaign partners have catalyzed 662,503 registrations and united donation advocates with representatives from their local organ procurement organizations, Donate Life America affiliates, and state and regional hospital associations. [DONATION ORGANIZATION NAME] collaborated with [OPO/DLA NAMES AND HOSPITAL ASSOC., if applicable] to enhance their outreach efforts.

Every eight minutes, another person is added to the national organ transplant waiting list, reaffirming the critical and growing need for more registered organ, eye, and tissue donors. [Learn more](https://www.organdonor.gov/professionals/workplace/donation) about the DoNation Campaign and [sign up](https://www.organdonor.gov/sign-up) as an organ, eye, and tissue donor today!

[If applicable, mention the collaborative efforts of your OPO and DLA.]

[OPTIONAL: DONATION ORGANIZATION BOILERPLATE AND/OR MISSION STATEMENT.]

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