**News Release** **Contact: [Insert Media Contact]**

**For Immediate Release**

**[Insert County Name] County “Raises the Flag for Life” to Raise Awareness of Organ Donation in New York**

[**Insert Event City**] — [**Insert County Name**] County and the nonprofit organization Donate Life New York State are teaming up to raise awareness of the lifesaving impact made by organ, eye and tissue donors. On **[Insert Date and Time**], [**Insert County Name**] County will be hosting a “Raise the Flag for Life” event. During this event, a Donate Life Flag will be raised atop [**Insert Ofﬁcial Building**] to encourage the public to enroll in the New York State Donate Life Registry.

“Our goal is to have Donate Life Flags waving atop all county government buildings throughout our state,” said Aisha Tator, Executive Director of Donate Life NYS. “Waving these Donate Life Flags will make a significant impact on creating a culture of donation and saving the lives of the thousands of New Yorkers in need of transplant.”

While more than 3,000 lifesaving organ transplants were performed in state last year, nearly 8,500 New Yorkers remain on the national organ transplant waitlist. In 2021, 465 patients awaiting an organ transplant in New York State died because the organ needed to save their lives was not donated in time

A single organ donor can save up to eight lives, while tissue and cornea donors can improve more than 75 lives. **[Insert County Name]** County is proud to partner with Donate Life NYS to save and improve the lives of those in need of transplants.

**Sample Quote from County Official –** “You never know if you or someone you love will someday need an organ or tissue transplant. Many of us already know someone who has received or is waiting for a lifesaving transplant of their own. If we all enroll in the New York State Donate Life Registry, we are taking a powerful step towards helping to save and improve the lives of all those in need of a transplant within our community,” said **[Insert County Official Name].**

Seven million New Yorkers have already enrolled in the New York State Donate Life Registry, the state’s electronic database that documents a person’s authorization to be an organ, eye, and/or tissue donor upon their death. New Yorkers age sixteen or older who haven’t already enrolled have several opportunities to do so:

1. Check “yes” in the “New York State Organ and Tissue Donation” section when applying for or renewing your driver license, learner permit, or non-driver ID. The DMV will transmit your enrollment to the Registry and print a heart icon and the words “Organ Donor” on your photo document.
2. Sign up through the MyDMV website located at dmv.ny.gov/mydmv/mydmv-0 using your NY.gov login credentials. The DMV will transmit your enrollment to the Registry, but a heart icon and the words “Organ Donor” will not be printed on your photo document.
3. Enroll online in just minutes by visiting the Registry’s website located at donatelife.ny.gov.
4. Complete the optional “Register to donate your organs and tissues” section on the back of your NYS voter registration form. Your county Board of Elections will forward that page of the form to the New York State Donate Life Registry.
5. Check “yes” to the organ and tissue donation question when applying for health insurance through the New York State of Health Online Insurance Marketplace (nystateofhealth.ny.gov).

Additionally, New Yorkers can show their support for organ and tissue donation by purchasing a “Life-Pass It On” custom license plate from the DMV or making a voluntary $1 contribution to organ transplant research, education and donation promotion projects by checking off the box when applying for or renewing their driver license, learner permit, or non-driver ID.