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“Get your  on”

Organ donation awareness campaign encourages all Louisiana residents to sign up as organ donors on Louisiana’s Organ and Tissue Donor Registry

New Orleans, LA—New Orleans’ City Council today proclaimed April as Donate Life month. In addition, the Legacy Donor Foundation celebrated with a new awareness campaign to increase organ donation awareness. “Get your  on” aims to encourage all Louisiana residents to get the organ donation heart on their drivers’ licenses to demonstrate that they have registered as an organ donor.

Donate Life Louisiana, a collaboration between the Legacy Donor Foundation and the Louisiana Organ Procurement Agency (LOPA), hosted simultaneous organ and tissue donation awareness events in New Orleans and Baton Rouge today.

“Louisiana’s Organ and Tissue Donor Registry has come a long way,” said Jeanette Slakey, executive director of the Legacy Donor Foundation. “Ten years ago, only 10 percent of Louisiana’s citizens were registered as organ donors. Today the registry is 1.7 million names strong. That’s 40 percent of the state’s population.”

Events were held at the Office of Motor Vehicles in New Orleans (6701 Airline Highway) and Baton Rouge (7701 Independence Blvd), and prominent community members were invited to publicly register as organ donors and help inspire others to do the same. Donate Life Louisiana seeks to increase Louisiana’s organ registry to 50 percent of the state’s population by 2014.

Among those who attended or supported Thursday's event were New Orleans' City Council members Arnie Fielkow and Stacey Head, Ron Zappe, , Tom Darden, the executive director of Make It Right, Boysie Bollinger, Lally Brennan, Bryan Batt, Chef Susan Spicer and the Demolition Diva, Simone Bruni.

“Get your ❤️ on” has been featured on billboards across the State of Louisiana, and aims to encourage residents to register as organ donors and to dispel myths and fears that may prevent people from saving lives by signing up.

Today, there are over 100,000 people nationally and more than 1,800 in the State of Louisiana waiting for life-saving organ transplants. One donor has the power to save nine lives, restore the sight of two people and enhance the lives of 50 more through tissue donation.

The Legacy Donor Foundation and LOPA formed Donate Life Louisiana in an effort to bring a cohesive face to organ donation awareness in Louisiana.

“Our goal is the same – save lives through organ donation,” said Kelly Ranum, executive director of LOPA.

For more information about how you can sign up to become an organ and tissue donor, please visit www.donatelifela.org.

