



MEDIA ADVISORY

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CBS SERIES PREMIERE: THREE RIVERS **SUNDAY, OCTOBER 4, 9/8c**

New medical drama raises awareness about organ and tissue donation.

WHAT: Season premier of **THREE RIVERS**, a new medical drama that goes inside the emotionally complex lives of organ donors, recipients and surgeons at the “preeminent transplant hospital in the country,” where every moment counts.

WHEN: Sunday, October 4th 9/8c

WHERE: Only on CBS

WHY: Last year nearly 150 patients in Louisiana died waiting for an organ donation. One organ donor can save up to nine people, restore sight to two people and enhance the lives of up to 50 more through tissue donation.

CBS teamed up with Donate Life Hollywood to craft real-life story lines, promote the show and to help raise awareness about organ, eye and tissue donation.

Louisiana’s total registry is currently 1.7 million names strong. Donate Life Louisiana hopes to reach 50 percent of the state’s population (over 2.2 million people) as registered donors by 2014.

Go to DonateLifeLA.org for more information on how **you** can give the gift of life.

About Donate Life Louisiana:

Donate Life Louisiana is a collaboration between the Louisiana Organ Procurement Agency and the Legacy Donor Foundation. The mission of Donate Life Louisiana is to educate the citizens of Louisiana about organ and tissue donation, encourage them to register as organ and tissue donors and foster family acceptance of the process. For more information on how to register as an organ donor, please visit www.donatelifela.org.