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**CONCERT CAMPAIGN TARGETS ALTERNATIVE AUDIENCE
FOR ORGAN/TISSUE DONATION AWARENESS**

ELMHURST, Ill. (November 18, 2002) – Gift of Hope Organ & Tissue Donor Network has teamed with Q101 WKQX-FM in Chicago to launch a unique campaign to promote the cause for organ and tissue donation. The campaign aims to encourage Q101 listeners to sign their donor cards and talk to their families about their wishes to donate.

The six-week campaign, developed around Q101's Twisted 9 Concert on Dec. 15 at Allstate Arena, focuses on the message "No one ever said you were a saint. But you can still be a hero by being an organ donor." It kicks off this week as Q101 begins airing :60 spots voiced by on-air personality Sludge and launches Web-based strategies driving listeners to a Gift of Hope page on www.q101.com to register for a Twisted 9 backstage pass.

The campaign leads to the Twisted 9 show featuring Moby, Public Enemy, Jimmy Eat World, Disturbed, Box Car Racer, the Vines, 3 Doors Down, and Sugarcult. At the show, donor cards distributed at the door will give concert-goers a chance to win Twisted 9 posters autographed by the bands.

Gift of Hope is the not-for-profit organization responsible for coordinating organ and tissue donation with hospitals and families in Illinois and northwest Indiana. Through its statewide volunteer network, it also coordinates community-based programs to educate the public about its work and the need for donation.

The Q101 effort targets a predominantly male audience ages 16-25, individuals who have not specifically heard the donation message through Gift of Hope's public education programs.

"People this age have grown up hearing about donation and transplants, they know it's a good thing and they're motivated to take a stand on issues," says Dave Bosch, Gift of Hope Communications Director. "All that's needed is a reminder that 'great, you've signed your license – but please talk to your family so they can carry out your wishes. Then tell others about the cause.' "

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