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## **Tatiana, ‘La Reina de los Niños,’ teams with Gift of Hope to campaign for donation awareness**

CHICAGO, IL. (Nov. 22, 2002) – Gift of Hope Organ & Tissue Donor Network announced today that Mexican singer Tatiana, “La Reina de los Niños” (Queen of the Children), will serve as spokesperson for a Spanish-language campaign including television, print, radio and billboard advertising for organ and tissue donor awareness.

Tatiana joined Gift of Hope officials, Hispanic civic leaders and representatives from other U.S. organ procurement organizations at Children’s Memorial Hospital in Chicago today to announce the campaign. Tatiana helped unveil the outdoor poster that will be seen throughout the Chicagoland area in highly concentrated Hispanic communities.

Gift of Hope’s mission is to save and enhance the lives of as many people as possible through organ and tissue donation. Among Hispanics, the task lies in overcoming misconceptions and addressing the cultural issues that prevent Hispanics from agreeing to organ tissue donation.

“We are excited to have such a popular entertainer working with Gift of Hope,” said Gift of Hope Hispanic Affairs Coordinator John Valencia. “We feel she will help get the message across that the Hispanic community needs to inform their families that they are organ donors.”

Tatiana started her successful career as a pop ballad singer. After receiving 15 gold records and four platinum records, she decided to focus on children. Tatiana enjoys singing for children because she finds great reward in inspiring their creativity while preserving Hispanic-American family tradition.

Rossi Enterprises, Inc. is the agency working with Gift of Hope in promoting the Hispanic awareness campaign in Chicago. For more information on organ and tissue donation awareness and the Hispanic community, contact John Valencia at (877) 577-3747.

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