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## **Q101 takes on community service campaign to promote organ/tissue donation**

ELMHURST, ILL. (JUNE 15, 2003) You don't have to be a saint to be a hero and save lives. That's what Q101 WKQX-FM and Gift of Hope Organ & Tissue Donor Network are saying to the Chicago rock station's listeners as part of a yearlong community service partnership to promote organ and tissue donation.

"Organ and tissue donation is a cause that clearly has mobilized our audience," said WKQX-FM Vice President/ General Manager Chuck DuCoty. "We were all blown away by the active participation we've seen from listeners. We look forward to a long association with Gift of Hope, assisting them in their important work."

At Q101 street festivals, concerts, movie screenings and more than 500 station appearances through May 2004, Q101 and Gift of Hope staff are handing out donor cards asking people to get the facts about organ donation and make the decision to save lives through organ donation. Hundreds of listeners signed donor cards at Q101's Belmont-Sheffield Music Festival and Block Party concert in June.

Q101 and Gift of Hope also are publicizing the cause through public service announcements, monthly updates and personal testimonials at a Gift of Hope page at [www.q101.com](http://www.q101.com), and e-mails to Q101 online club members.

"I've always been a donor," said Q101 on-air personality Sludge, who voices the Gift of Hope on-air announcements. "I think it's the one thing someone can do to help people in need, and it involves the least bit of effort: Sign the license, tell your family and save lives. In this tough economy, people have a hard time saving extra money for charitable purposes or finding time to volunteer. This cause involves neither time nor money."

The Q101 campaign is providing a community service that ultimately translates to saving lives when people decide to become donors, said Kim McCullough, public relations manager for Gift of Hope. "Far and away, Q101 is reaching people we don't normally reach," she said. "Along with Sludge and the Q101 staff, we're saying frankly: Look, get over the myths you've heard. You're not going to wake up somewhere in a tub of ice with your kidney missing."

"This is how donation really works. You have the power to make a very real difference and save lives by deciding to be a donor. Just sign a card, and tell your family so they can make sure your wishes are carried out."

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The campaign reminds listeners, "No one ever said you were a saint. But you can still be a hero by being an organ donor." The message was first launched during a six-week campaign developed around Q101's Twisted 9 concert in December, which generated Q101's second-highest online contest registration ever, record traffic at Gift of Hope's Web site and attention from the national donation community. The Publicity Club of Chicago also named the program a 2003 Golden Trumpet Winner in marketing for its creativity and effectiveness in reaching its audience.

The campaign was part of overall awareness efforts in 2002 that helped Gift of Hope end the year by working with a record number of families who consented to donation ? and made possible an unprecedented 17 percent increase in lifesaving organs for transplant.

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.

For a Q101 donor card and more information about organ and tissue donation, visit our become a donor section or go to [www.q101.com](http://www.q101.com) and click on "Gift of Hope."

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