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## **Illinoisian to lead national alliance, campaign to 'Donate Life' Bosch succeeds ABC exec as Coalition on Donation president**

ELMHURST, Ill. (Dec. 21, 2004) – As communications director for one of the nation's largest and busiest organ procurement organizations, David Bosch has a crucial role in shaping public opinion in support of organ and tissue donation.

It's a big responsibility that just became bigger.

Bosch, communications director for Gift of Hope Organ & Tissue Donor Network, has been named to a two-year term as president of the national Coalition on Donation. The Coalition is a national 501(c)3 organization aligning local affiliates and national organizations to raise public awareness of life-giving donation. Bosch succeeds Stu Brower, vice president for on-air promotions for ABC Entertainment.

"I'm remarkably honored to contribute to the Coalition's significant work as its new president," said Bosch, a longtime Coalition member and former chair of its national advertising campaign committee on organ and tissue donation and its board communications committee.

"Through our efforts, we're responsible for creating a 'tipping point,' a national groundswell of people who commit to becoming donors," he said. "We're responsible to the growing number of more than 87,000 people in this country waiting for organ donors to save their lives."

A Joliet resident, Bosch was a former teacher, speech writer and journalist before moving to hospital and healthcare public relations. He joined Gift of Hope in 1996 and oversees its marketing and public relations, family services, hospital development, professional education, and funeral and forensics services functions.

Bosch chairs the Illinois Secretary of State's Organ Donation Advisory Board and is a member of the Illinois Coalition on Donation. He also serves on the Board of Directors for the Publicity Club of Chicago and serves as chairman of the PCC Golden Trumpet Awards.

On a national level, Bosch is a member of the Association of Organ Procurement Organizations, for which he serves on a task force on multicultural issues and its crisis communications committee.

(MORE)

Established in 1992 through the vision of former Northwestern Memorial Hospital transplant surgeon James Wolf, MD, the Coalition on Donation develops and implements research-based national public education and advertising campaigns to educate the public and inspire commitment to donation.

The Coalition's top priorities in the coming year include:

- Promoting "Empowering Testimonials," the Coalition's national general market advertising and public service campaign launched in fall 2003, along with its national campaigns for African-American and Hispanic audiences.
- Effectively promoting the Coalition's "Donate Life" message among affiliates, allied organizations and target audiences. "It's a message, it's a symbol – more than that, it's our brand," Bosch said. "We will continue to build on ways to share our lifesaving message through the 'Donate Life' brand."
- Developing a national public relations plan. "The Coalition is conducting valuable behavioral research that focuses on defining our audiences and the types of messages that drive those audiences to act," Bosch said. "It takes our past efforts and moves them up a notch. The results will be incorporated into an overall public relations plan that capitalizes on events, programs and opportunities that will make a significant impact."
- Focusing and capitalizing on national donor awareness initiatives such as National Donate Life Month in April, National Donor Sabbath and ThanksGiving Day events in November, and National Minority Donor Awareness Day on Aug. 1

"The difficult part of working to save lives through organ and tissue donation is that, in a way, it spoils you for doing anything else," Bosch said. "You think: 'What else could I do that's as important as this?'"

More than 4,500 patients in Illinois await lifesaving organ transplants, in addition to thousands more in need of cornea, heart valve and other tissue transplants. Nationally, an average of 17 people die each day waiting for transplantable organs that do not become available, while more than 100 new names are added to the national organ transplant waiting list

Gift of Hope Organ & Tissue Donor Network is the federally designated not-for-profit organ procurement organization (OPO) responsible for coordinating organ and tissue donation in the northern three-quarters of Illinois and northwest Indiana. Since its inception in 1986, Gift of Hope has coordinated donations that have saved the lives of more than 10,000 organ transplant recipients, and improved the lives of hundreds of thousands of tissue transplant recipients.

Organs and tissues from a single donor can help more than 25 individuals. Everyone, no matter how young or old, can be a lifesaver by choosing to be a donor. To become a donor, sign a Uniform Donor Card (such as the card on the back of a driver's license) and, most importantly, inform family members of the decision. In Illinois, a family's consent is required before donation can occur.

For more information on organ and tissue donation, contact Gift of Hope Organ & Tissue Donor Network at 888/307-DON8 or [www.giftofhope.org](http://www.giftofhope.org), or the Coalition on Donation at [www.shareyourlife.net](http://www.shareyourlife.net).

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