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Gift of Hope receives ‘best of show’ award for high-school program on organ/tissue donation

Publicity Club of Chicago presents Platinum Award, three Golden Trumpets for donor awareness programs in 2004

ELMHURST, Ill. (May 10, 2005) – Gift of Hope Organ & Tissue Donor Network received the Publicity Club of Chicago’s 2005 Platinum Award for its high-school video program that has been used across the nation to educate students about the decision to be an organ and tissue donor.

Gift of Hope’s *Share Your Life, Share Your Decision* received the “best of show” award at the PCC’s Golden Trumpet Awards ceremony on May 6. Top public relations executives selected it for the honor from a pool of more than 150 entries from across the Midwest.

A 2004 Telly Award winner and the smallest program to ever receive the PCC’s coveted Platinum Award, *Share Your Life* also received a 2005 Golden Trumpet Award for excellence in a community relations program to educate and influence target audiences. Gift of Hope received two additional Golden Trumpets for its 2005 wall calendar “The Gifts of Hope” and its 2004 annual report.

The Publicity Club of Chicago’s Golden Trumpet awards are the most prestigious awards program in the Midwest, honoring distinguished achievements by public relations and other communications professionals. As judged by local and regional PR experts, these coveted awards are presented for excellence in planning, creativity and execution.

Share Your Life was developed by Gift of Hope Organ & Tissue Donor Network for the Illinois Coalition on Donation. The video was produced by Del Hall Video of Chicago. The program’s print collateral, as well as the Trumpet-winning calendar and annual report, were designed by The Gammon Group of Joliet.

The program is an 18-minute video program featuring four Illinois teens and their families who have given, received or await a lifesaving organ donation.

After its January 2004 launch in Illinois, *Share Your Life* went national and later international as organ donation officials in other states and countries including Australia, Italy and Canada began utilizing it as part of their regions’ donation education programs. In spring 2004, the U.S. Department of Health and Human Services also selected “Share Your Life” for the nation’s first national education package on organ and tissue donation and transplantation. HHS launched the multidisciplinary program to the nation’s schools in spring 2004.

(MORE)

(ORGAN DONATION – PAGE 2 of 2)

In Illinois, the video, easy-to-use education materials and nearly 100 trained volunteer speakers helped Gift of Hope educate more than 20,000 students about organ donation in 2004.

Student post-survey results consistently reveal:

- More than 75% report the program helped them better understand organ and tissue donation.
- More than 50% report the program helped change their mind about becoming donor.
- More than 75% report they want to be an organ/tissue donor and will join the Illinois Organ/Tissue Donor Registry.
- More than 85% plan to discuss donation with family members.

Share Your Life was part of overall outreach in 2004 that helped Gift of Hope work with a milestone number of families who consented to donation: For the second consecutive year, more than 300 families consented to organ donation, resulting in nearly 1,000 lifesaving organs transplanted.

The high school program is offered free of charge through Gift of Hope and the Illinois Coalition on Donation. For more information, call 888/307-3668.

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.

Del Hall Video is a television production company based on Chicago's near West Side with 25 years experience in creating award winning national and local productions, creating and produces high-end presentations, commercial spots, television broadcast, rich media and interactive digital content. Clients include advertising agencies, public relations firms, small businesses, large corporations, independent producers, local & national broadcasters.

The Gammon Group is a full-service advertising agency based in Will County since 1977 and offers a broad range of communication services to clients ranging from not-for-profit agencies to Fortune 500 companies in Illinois, Michigan, California and Florida. Agency services include advertising, graphic design, marketing, logo development, custom photography, public relations, video creation and web site development.

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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, visit www.giftofhope.org.