

## **PENNOCK PROMOTES ORGAN DONATION IN STATEWIDE EFFORT TO SAVE LIVES**

Flags to fly across Michigan for Donate Life Month in April

HASTINGS, Mich. — Pennock Health Services is one of nearly 70 Michigan hospitals and organizations promoting organ and tissue donation awareness by flying or displaying flags that read “Donation Saves Lives” during April.

Michigan’s flag-flying campaign — the first in the state — is part of a national effort to bolster organ donor registries in April, which is Donate Life Month. Hospitals and their staffs are hoping the new 3-by-5 foot flags will motivate their communities to consider the benefits of organ donation and to then join the Michigan Organ Donor Registry.

Pennock’s Director of Marketing, Janine Dalman, stated: “Organ and tissue donation can save and improve lives in our community, around Michigan and across the nation, and Pennock is helping to drive that point home by displaying the symbolic flag. Joining the Donor Registry gives hope to those in need of organ and tissue transplants, while leaving a legacy of generosity for the donor and his or her family.”

Michigan’s flag campaign and efforts to promote organ, tissue and eye donation are sponsored by Gift of Life Michigan, the Michigan Health & Hospital Association Keystone: Gift of Life initiative, and the Michigan Eye-Bank.

More than 3,000 Michigan residents are waiting to receive lifesaving hearts, livers, lungs, kidneys and other organs. Last year in Michigan, 327 people donated organs. It was a record for the state, but was not enough to meet the growing need in Michigan, let alone across the country. In fact, 18 people die every day in the United States waiting for an organ transplant and the national waiting list topped 100,000 for the first time in October.

Since 2007, signing the back of a Michigan driver’s license no longer registers an individual as an organ and tissue donor. Those who wish to do so must now join the Michigan Organ Donor Registry by completing a registration form at a Secretary of State branch office or by visiting [www.giftoflifemichigan.org](http://www.giftoflifemichigan.org).

After joining, a red heart sticker will be sent by the Michigan Secretary of State to be placed on the individual's Michigan driver's license or state identification card. The presence of the heart sticker officially designates that person as a registered donor.

More than 167,000 people joined the Michigan Organ Donor Registry in 2008. Currently, of the state's 10 million residents, about 1.5 million are registered donors.

Those wishing to make a commitment to give the gift of life can visit [www.pennockhealth.com](http://www.pennockhealth.com) and click on the Join the Michigan Donor Registry heart icon under the health spotlight, or go to [www.giftoflifemichigan.org](http://www.giftoflifemichigan.org) or any Secretary of State branch office. For more information or to join the Donor Registry by phone, call (800) 482-4881.

