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FOR IMMEDIATE RELEASE - July 24, 2006

Media Advisory/Photo Opportunity

JULY 26 MEDIA EVENT in REEDLEY LAUNCHES MAJOR CHANGE to SIGN UP for ORGAN & TISSUE DONATION

What: The California Department of Motor Vehicles teams up with the Donate Life California Registry to bring Californians a new way to become organ and tissue donors. Beginning July 1, anyone who checks "Yes!" when applying for or renewing a driver license or I.D. card will be registered as an organ and tissue donor, with the potential to save eight lives and improve the lives of up to 50 others. For the first time, the Department of Motor Vehicles (DMV) and the Donate Life California Organ & Tissue Donor Registry are teaming up, urging drivers and residents to add their names quickly and easily to the state's online donation database. **And for the first time since its introduction 30 years ago, the pink "donor" dot will be incorporated into each donor's license, rather than being a sticker on the outside.**

Who:

- **Brad Fast** – A liver transplant recipient and Reedley resident, Brad's story has been well chronicled by the Reedley Exponent. The newspaper covered the story of his transplant as well as his meeting the family of his donor. Brad volunteers with the California Transplant Donor Network as a way of saying thank you and giving back.
- **Andrea McComb** - An employee of Community Tissue Services, a tissue bank located in Fresno, Andrea will provide information about tissue donation and transplantation.
- **Keri Pasalakis** - A resident of Kingsburg, Keri is on staff at the Transplant Network as a Community Affairs Coordinator responsible for public education and community outreach in the Fresno area.

When: Wednesday, July 26, 2006 – 9:00 am – 12:30 pm

Where: DMV office at 558 East Dinuba Avenue, Reedley

Background: Donate Life California, which is responsible for the registry, is made up of the state's four federally-designated organ recovery agencies: California Transplant Donor Network (CTDN), serving Northern and Central California; Golden State Donor Services, serving the Sacramento metro area; Lifesharing, serving San Diego and Imperial counties; and OneLegacy, serving the seven counties around Los Angeles.

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