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FOR IMMEDIATE RELEASE - July 24, 2006

Media Advisory/Photo Opportunity

JULY 26 MEDIA EVENT in SALINAS 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:

- **Paul Adams** – An 18 year resident of Salinas, Paul is waiting for a kidney transplant. Paul, who is a logistics specialist by profession, volunteers with the California Transplant Donor Network to raise public awareness for the cause of organ donation and transplantation.
- **Angel Jara** - A resident of Santa Cruz, Angel is on staff at the Transplant Network as a Community Affairs Coordinator responsible for public education and community outreach in the Monterey and Central Coast areas.

Note: A Spanish-speaking media representative will attend.

When: Tuesday, July 18, 2006 – 10:00 am – 12:00 pm

Where: DMV office at 260 East Laurel Drive, Salinas

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.

Contacts: California Transplant Donor Network: Angel Jara, (650) 291-9437, ajara@ctdn.org
California Transplant Donor Network: David Heneghan, (510) 251-7005, dheneghan@ctdn.org
Donate Life California: Tracy Bryan, president, (916) 473-0861 or cell (916) 417-1794, tbryan@dcids.org

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