



You have the power to donate life



A Donate Life organization

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**A Son's Struggle for Survival Brings Northern California Businessmen  
Together to Save Lives**

***ClearChannel Outdoor Donates More than \$100,000 in Billboard/Transit  
Ad Space to the New Donate Life California Registry***

**Oakland** – Twenty-four-year-old Justin Cooper of Orangevale was slowly dying as he waited more than three years for a life-saving kidney transplant. His father, Bruce Cooper, owner of Village RV, said he couldn't stand by and do nothing for Justin and the 18,500 other Californians hoping for a second chance.

Bruce decided to help raise awareness of the desperate need by using his resources to help the newly launched Donate Life California online registry attain success. He approached ClearChannel Outdoor's Troy Mulert – the Vice President of Business Development whom he had worked with in his business capacity – and told him of the challenge faced by his son and others. Troy, the son of an Emergency Room physician, immediately knew Jim Lyons, ClearChannel Outdoor President/General Manager would want to act. In fact, Jim Lyons had already been talking with Senator Jackie Speier (D-San Francisco/San Mateo), an advocate for organ and tissue donation, about how ClearChannel Outdoor could help make a difference for life.

Lyons promptly donated more than \$100,000 in ClearChannel Outdoor billboard and transit ad space in Northern California to be displayed over the next 12 months – all to help get the word out on the new Donate Life California registry. Specifically ClearChannel Outdoor donated two 14' x 48' bulletin vinyls, one hundred 30-sheet posters (12x24) and 15 transit shelter displays – with production paid for by Bruce Cooper.

“At ClearChannel Outdoor we are a partner with the local community – not just a vendor,” says Lyons. “ClearChannel Outdoor has a long history of public service – our core values are the same and we want to do the right thing for the community we serve. ClearChannel Outdoor is now a leader in raising awareness of this incredible new life-saving tool – the **Donate Life California** organ and tissue donor registry. We hope this private/public partnership will catch the attention of others in business and government – inspiring them to donate resources so that all Californians have the opportunity to donate life.”

Bruce Cooper is deeply grateful.

“I didn’t want Justin to miss doing what other twenty-somethings were doing,” said Bruce. “I wanted him to travel, to be able to just get in the car and drive somewhere without having to be back to dialysis at a certain time. I wanted him to feel healthy and good. I want that for all people waiting for life. ClearChannel Outdoor gives Justin and thousands of other Californians that chance at renewed life.”

Two 14’ x 48’ bulletin vinyls are currently on display. One is on I-680 (300 feet West of Industrial Way, East Facing) in the heart of Benicia, catching the attention of all westbound traffic heading to the Bay Area from Sacramento. The other is on the Bay Shore Freeway, 900 feet South of Harbor, South facing, displayed on the most heavily traveled stretches of freeway in the entire Bay Area with daily traffic reaching over 150,000. It also reaches traffic bound for the San Francisco’s International Airport.

“We applaud ClearChannel Outdoor - a community partner helping to make Californians aware of the new online organ and tissue donor registry,” says Phyllis Weber, Executive Director of the *California Transplant Donor Network*, the not-for-profit organ recovery organization. “I believe the registry’s increased visibility via avenues such as these billboards will save California lives. In fact, we are optimistic the number of registrants will continue to escalate in the days and weeks to come thanks to caring organizations like ClearChannel. We are grateful for this generous contribution.”

Weber reports that since the Donate Life California Registry was launched on April 4, 2005, the site, [www.donateLIFECalifornia.org](http://www.donateLIFECalifornia.org), has attracted more signups than was expected to occur in the first two years – at 100,000+.

Still, Senator Jackie Speier believes even more registrants could be signed up to give life with the government partnering with the private sector under SB 689 – which calls on the California Department of Motor Vehicles (DMV) to collect organ and tissue donor designation information on its applications and renewals for drivers licenses and identification cards. Should the bill pass, the program is slated to go into effect in July 2006.

Speier points out that results have been eye opening in states where the DMV is linked to a registry. For example, in New Jersey it took five years to register 50,000 people-but registrants tripled in just six months when the DMV started collecting donor information.

"We have 23 million licensed drivers and a unique opportunity to save thousands of lives," added Speier. "Nearly half the states in the nation link their DMV to an on-line registry. It's time for California to link up."

Californians with email addresses can sign up to be organ and tissue donors at any computer with Internet capability. Each registrant's personal donation decision is stored in a secure database free of charge, and the information is accessible solely to authorized, non-hospital organ and tissue recovery personnel. At the time of registration, registrants will have the option of sending an email notification to friends and family as well.

There are currently more than 18,500 people waiting for life-saving organs in California. Of the nearly 90,000 people on the national organ transplant waiting list, 17 people die each day waiting.

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