



**EMBARGOED UNTIL JANUARY 4, 2012**  
**NEWS RELEASE**

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**Donate Life America Launches Campaign  
to Register 20 Million New Organ Donors in 2012**

RICHMOND, Va. – Jan. 4, 2012 – Today is Jessica Melore's 30<sup>th</sup> birthday, a milestone birthday she did not always think she was going to have. At only 16 years old Jessica received a sudden and lifesaving heart transplant. Today, Jessica's story of hope helps to launch Donate Life America's bold new initiative, "**20 Million in 2012.**"

Donate Life America, the national organization promoting organ, eye and tissue donation in the United States, is launching this bold new initiative, "20 Million in 2012." The initiative focuses on radically increasing the number of people registered on state donor registries. This official launch of the campaign comes on the heels of its announcement during the Tournament of Roses Parade in Pasadena, CA, where every year since 2004 it has sponsored the Donate Life float. This year's float again featured inspirational stories of organ donors and their families, a tradition that the "20 million in 2012" campaign will continue throughout 2012 as it features powerful stories of those affected by organ, eye and tissue donation.

"I am so proud to be part of Donate Life America's "20 Million in 2012" campaign, as part of the I am HOPE storytelling project," says Melore. "New Jersey is the first state to promote the 2012 stories of hope. Real life stories like mine can inspire people to sign up to be organ, eye and tissue donors. These commitments to donation provide hope to the more than 112,000 men, women and children on the organ transplant waiting list, along with the hundreds of thousands more in need of cornea and tissue transplants."

Additionally, the "20 Million in 2012" campaign will feature four national Donate Life events during 2012: the Donate Life Flash Mob on March 24th, Donate Life Blue and Green Virtual Fashion Show on April 20th, Donate Life Champions in Fall 2012 and Donate Life Linking Hands for Life all year long.

"In 2012 we are making a bold statement about our commitment to save more lives," says David Fleming, President and CEO of Donate Life America. "With the majority of individuals in the United States wishing to be organ, eye and tissue donors, the biggest challenge to meeting our goal of 20 million will be getting people to take action and register *today* as an organ, eye and tissue donor at [DonateLifeAmerica.org](http://DonateLifeAmerica.org)."

For more information about the "20 Million in 2012" campaign or to register to be an organ, eye and tissue donor and join in this lifesaving work, visit [www.DonateLifeAmerica.org](http://www.DonateLifeAmerica.org).

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**DONATE LIFE AMERICA:**

Founded in 1992, Donate Life America is a not-for-profit alliance of national organizations and state teams across the United States, driving individuals, organizations and communities to increase the number of designated organ, eye and tissue donors who save and heal lives with a vision of a nation that embraces organ, eye and tissue donation as a fundamental human responsibility.

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