



**For Immediate Release April 16, 2010**

**MEDIA ADVISORY**

**SANTA CRUZ MAYOR TO KICK OFF  
NATIONAL DONATE LIFE MONTH  
AT EARTH DAY 2010 CELEBRATION**

*Donor father discusses the ultimate form of 'Recycling'*

**Sat., April 17, San Lorenzo Park Booth #37, 12pm – 1pm**

**What:** In recognition of National Donate Life Month, **Mayor Mike Rotkin** will proclaim April 2010 as “**DMV/Donate Life California Month**” in the City of Santa Cruz. Mayor Rotkin will present the California Transplant Donor Network with a proclamation encouraging all Californians to check “YES!” when applying for or renewing their driver’s license or I.D. card, or by signing up at [www.donateLIFEcalifornia.org](http://www.donateLIFEcalifornia.org) or [www.doneVIDAcalifornia.org](http://www.doneVIDAcalifornia.org). Organ donor families, recipients and UC Santa Cruz students will be on hand to register organ and tissue donors from 11:00am – 4:00pm at Earth Day Santa Cruz 2010.

***More than 100,000 individuals are currently on the national organ transplant waiting list. Of the 21,000 waiting in California, 189 are Santa Cruz residents.***

**Who:**

- **Mayor Mike Rotkin**, City of Santa Cruz
- **Maricela Gutierrez**, 24, who received a heart transplant in 2007
- **Jim Collopy**, 69, who received a liver transplant in 2001
- **Dianna Cornell**, 47, two time altruistic/living donor kidney recipient, 1982
- **UC Santa Cruz**, student volunteers from the American Medical Students Association
- **Gilbert Warren**, donor father, whose son became a tissue donor in 2004, and Community Development Coordinator, California Transplant Donor Network

**When:** Sat., April 17 – 12:00pm- 1:00pm.

**Where:** San Lorenzo Park and Benchlands behind the County building  
**Booth #37 south of bike valet and electric car display**

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Gilbert Warren, (510) 418-0713, [gwarren@ctdn.org](mailto:gwarren@ctdn.org)

**Details:** *The California Transplant Donor Network saves and improves lives by facilitating organ and tissue donation for transplantation. The Transplant Network helps 175 hospitals in 41 Northern and Central California and Northern Nevada counties offer the option of organ and tissue donation to families whose loved ones have died, coordinates deceased organ recovery and placement, and provides public education with the hope that every resident will become a donor. It is federally designated as this region’s organ recovery organization. For more information, visit [www.ctdn.org](http://www.ctdn.org) or call 1-888-570-9400.*

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