**Headline:** Two minutes could save a life

In the time it takes you to make your morning cup of coffee, you could be taking action to one day, save up to eight lives. How? By registering your decision to be an organ donor with BC Transplant.

**How can you make a difference?**

[COMPANY NAME] wants to help make a difference and raise awareness for organ donation. From [DATE to DATE], we’ll be participating in a registration drive to encourage staff to register their decision. [INSERT SPECIFIC EVENT/CAMPAIGN DETAILS HERE]

**Why is registering your decision important?**

Over 700 people are waiting for the life-saving phone call that an organ is available. These people are our friends, family, neighbours, and colleagues. We know that over 90% of British Columbians support organ donation. So far, only about 28% have registered their decision, and our goal is to encourage as many people as possible to register to help us raise this number.

So, we’re reaching out to staff to continue to help us spread the word about the importance of registering your decision and debunking some common myths around organ donation and registration, like the ones here:.

**I have a** **decal on my DL or Carecard**

A Drivers Licence sticker is no longer enough. The only legal record of your decision is made through the organ donor registry.

**If I’m registered, doctors won’t try to save my life.**

Not true. Donation is only considered after all life-saving efforts have been exhausted and it’s certain you will not survive.

**I’m too old.**

Let the specialists decide. It’s never too early or too late to register as an organ donor. The oldest donor in Canada was 93.

**It’s against my religion.**

Most religions support and encourage donation as an act of life saving – for more info check out <http://www.organtransplants.org/understanding/religion/>

Statistics show that you are more likely to need a transplant in your lifetime than you are to become an organ donor. Stop the wait. Live life and pass it on. Register today at [www.transplant.bc.ca](http://www.transplant.bc.ca).