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NEWS RELEASE

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| For immediate release  [date] | [Your company name here]  BC Transplant |

**[Your company] employees help save lives in British Columbia through organ donor registration drive**

**[Location]** – This week, employees from [COMPANY] participated in an organ donation registration drive on behalf of BC Transplant. Their goal? To encourage people to register their decision to be an organ donor.

After a week-long/month long campaign, many employees, friends and family have visited transplant.bc.ca or filled out a registration card, to register their consent to be an organ donor or check their registration status.

“We are very proud of the level of participation from our employees,” said [SPOKESPERSON], [TITLE] of [COMPANY]. “our participation in this initiative was a great way to engage everyone in a cause that’s meaningful yet doesn’t require a large time or financial commitment.”

Nearly 500 people are waiting for the life-saving phone call that an organ is available. These people are our friends, family, neighbours, and colleagues. And while 95 per cent of British Columbians agree with organ donation, only 20 per cent have actually registered their decision.

“The registration drive initiative was designed to address this disconnect between intention and action,” said [SPOKESPERSON], [TITLE] of [COMPANY]. “Engaging with British Columbians where they work, gives them the opportunity and inspiration to follow through on their intent.”

Please visit transplant.bc.ca for more information and to register your decision today.

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[COMPANY BOILERPLATE]