



Media Release



NIAGARA FALLS ILLUMINATED GREEN IN HONOUR OF ORGAN AND TISSUE DONATION

Trillium Gift of Life Network, New York State Alliance for Donation and Upstate New York Transplant Services come together in honour of National Organ and Tissue Donation Awareness Week and National Donate Life Month

April 25, 2008 – Niagara Falls, ON - Trillium Gift of Life Network (TGLN), New York Alliance for Donation, Upstate New York Transplant Services and supporters of organ and tissue donation are gathering on both sides of the border to raise awareness for the Gift of Life in honour of National Organ and Tissue Donation Awareness Week (NOTDAW) in Canada and National Donate Life Month in the United States.

“This is an incredibly special event celebrating the gift of life,” said Frank Markel, President and CEO of TGLN. “It’s wonderful to work with our U.S. counterparts and together raise awareness for organ and tissue donation.”

One organ donor can save up to eight lives and enhance the lives of up to 75 others through tissue donation.

"We are thrilled to be joining with our neighbors in Ontario at this international event to highlight April as Donate Life Month in the United States and urge all New Yorkers to become donors by enrolling in the Donate Life Registry at www.donatelifenys.net," said Lynette Stark, Executive Director of the New York Alliance for Donation, whose Board includes the organ procurement organizations, eye and tissue banks in New York State.

Both the Canadian and American falls will be illuminated green in support of organ and tissue donation from 9 – 9:15 p.m. and from 10 – 10:15 p.m. At 10 p.m. to coincide with the second lighting of the falls Canadian and American participants will form a symbolic green ribbon across the Rainbow Bridge. Participants will be wearing green ponchos and be holding green glow sticks in honour of organ and tissue donation.

"Niagara Falls is a place known throughout the world," said Mark J. Simon, President and CEO of Upstate New York Transplant Services. "It is great to know that on Friday evening so many will be able to see the collaboration that goes on between donor families, procurement organizations and supporters of the Gift of Life to continue to do more for those in need."

On April 21, 1994, two-year-old Stuart Herriott succumbed to head injuries after an accident and his parents consented to organ donation. His heart, liver and both kidneys were transplanted. The Herriott family, including Stuart’s aunt, Linda Rumble will be honouring Stuart’s life by turning the ceremonial green light on the falls.

It doesn't matter how many years have passed since a "loved one" has given the gift of life. Through organ and tissue donation, family and friends always have a lasting living legacy to remember them by. Our little Stu-Buddy at 25 months of age, gave life to four recipients. Tonight, we as a family are marking the 14th anniversary of our little Stu-Buddy's organ donation by celebrating the lives he saved on April 21, 1994. We are also celebrating the lives he continues to save through the organ and tissue donation awareness activities in which our family participates. Stu-Buddy always inspires us to organize events like this one, the lighting of Niagara Falls for National Organ and Tissue Donor Awareness Week, is a symbolic way to remember him and to encourage others to speak to their families about their donation wishes," said Rumble.

For more details on Trillium Gift of Life Network please visit our website at www.giftoflife.on.ca or call 416-363-4001 or toll free 1-800-263-2833.

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