



## MEDIA ALERT

**XXXX, 2010: (Insert Location)** Interested in saving a life? How about the lives of up to eight people? You can be a life-saver by becoming an organ donor, and encouraging your friends and family to do the same. People everywhere are affected by organ and tissue donation, and we need your help to spread the word on the importance of making an educated decision.

Currently there are more than 100,000 people in the US waiting for life-saving organ transplants, with another person being added every 12 minutes. Please join us in our quest to “Eliminate the Wait” for organ and tissue transplants by getting involved today. Become a DONOR DUDE!

Donor Dudes is a national grassroots, high school and college youth outreach program, sponsored by the Chris Klug Foundation (CKF). The goal of Donor Dudes is to educate high school and college aged kids about the importance of organ and tissue donation, and increase the number of people who are taking action. Through its Donor Dudes program, CKF hopes to share its mission of *promoting lifesaving donation and improve quality of life for donors, donor families, organ transplant candidates and recipients*, by hosting on-campus education and awareness events, led by the efforts of the area school Donor Dudes representatives.

Our message is simple:

- ✓ Learn the facts about organ and tissue donation.
- ✓ Make an educated decision about your wishes.
- ✓ Share your decision with family and friends.

“I’m here today because another family made a heroic decision that gave me a second chance. I am forever humbled by the decision and grateful to my donor family for the gift of life,” shares Chris Klug, CKF Founder, Olympic medalist and liver transplant recipient.

The Chris Klug Foundation is devoted to making a difference in the lives of those waiting for a second chance. Please check out how you can be involved:

**Date**  
**Time**  
**Location**  
**Media Contact**

[About the Chris Klug Foundation:](#)

Founded in 2004 by liver transplant recipient and Olympic Medalist snowboarder Chris Klug, CKF is dedicated to promoting lifesaving donation and improving the quality of life for donors, donor families, organ transplant candidates and recipients.

CKF is passionate about sharing the message of donation, and educating people on the impact one person can have on the lives of so many others. Over one hundred thousand people are currently on waiting lists for solid organ transplants across the United States. CKF is devoted to making a difference to those waiting for a second chance, and is working to help promote the message of organ donation. [www.chrisklugfoundation.org](http://www.chrisklugfoundation.org)

Please, make a decision to be an organ donor; and be sure to share that decision with your family. [You can be a life-saver!](#)