

DLA RELAUNCHES WEBSITE

Donate Life America (DLA) has relaunched its website — same address — with a newer, fresher look. The site provides even better access to state donor registries, with a new interactive map that links directly to state donor registration pages.

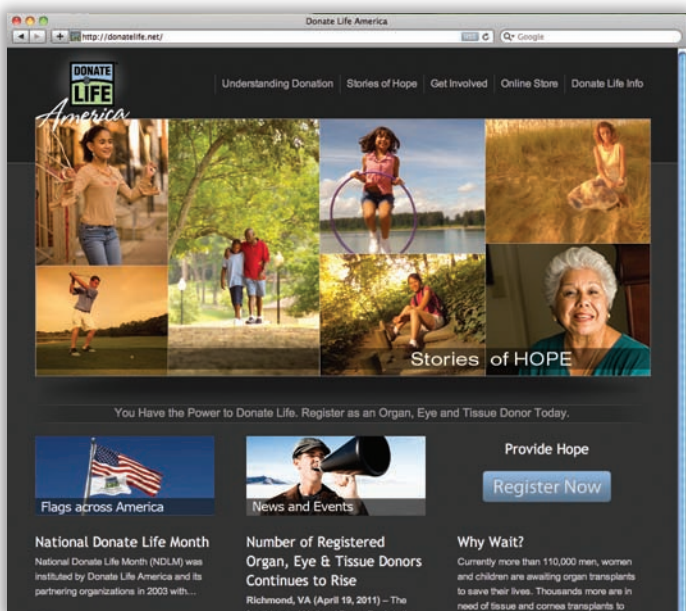
“The overt call to action on every page of the site is to register as a donor and provide hope to the more than 112,000 people waiting for a life-saving organ transplant and the thousands more that are waiting for the gift of sight or a needed tissue transplant,” said DLA president/CEO David Fleming.

The website features stories of hope as expressed by organ, eye and tissue recipients and donor families. Visitors can learn about donation and get useful ideas on how they can join DLA’s work to increase the number of registered donors.

The site provides convenient links to DLA’s Facebook page, news articles and the organization’s online store, where Donate LifeSM branded merchandise and gear are available.

Supporters of donation and transplantation are also offered the opportunity to join as a Donate Life Partner via the website. Individuals who make a financial contribution may choose to have their name included on the site’s Partner recognition page.


 Visit DLA’s website at donatelife.net.



DLA RELEASES BILINGUAL BROCHURE

DLA has released a bilingual brochure, the latest in its family of brochures. Featuring photographs of Latino recipients, the 10-panel brochure is in English on one side and Spanish on the other, and the content is appropriate for inspiring the Latino community to register as a donor. Much of the brochure can be customized.

Special thanks to OneLegacy’s Elena de la Cruz and to the Latino working group of the Association for Multicultural Affairs in Transplantation for developing the brochure copy.

 The brochure is available for download at dlamembers.net. For a sample copy and ordering information, send an e-mail to Carol Burch at cburch@donatelife.net.



DLA PRESENTS AWARDS AT ANNUAL MEETING

At its annual meeting, held June 12–14 in Denver, DLA recognized individuals outside the donation and transplantation community for their unselfish actions and broad-based efforts to increase donation and transplantation.

The James S. Wolf, M.D. Courage Award is presented annually in recognition of those who have made a significant contribution — regionally or nationally — in educating the public about the need for increased donation.



DLA award winners (from left) Susan Caples, Dawn Reese Leer and David Caples.

With the award, the DLA board recognizes personal commitment, enthusiasm and an attitude of “service above self.”

This year’s award was presented to donor parents David and Susan Caples of Amelia Island, Fla., who lost their daughter Katie in a tragic accident. To help turn their loss into something positive, they started the Katie Caples Foundation in Amelia Island and have helped educate thousands of Florida high-school students about donation and transplantation.

The DLA board also presented a “Quiet Giant” award, which honors an individual who works, often behind the scenes and without public recognition, to help increase donation and transplantation.

This year, the “Quiet Giant” award was presented to Dawn Reese Leer for her continuing and tireless efforts toward increasing donation in Pennsylvania. Dawn’s sister received a heart transplant in 1992, and Dawn vowed then to do everything she could to improve the chances of those on the waiting list getting the transplant they need.

Leer worked with state legislators, the department of transportation, and Gift of Life and CORE [Center for Organ Recovery and Education] to help draft, introduce and support a state law establishing a trust fund — a \$1 dollar contribution at the DMV and through state tax returns. The funds raised helped to establish the state’s donor registry and to begin a donor education program in Pennsylvania’s secondary schools. 