**Planning to request media coverage?** *WE CAN HELP!*

Donor Network of Arizona (DNA) is grateful to have community partners, such as yours, that support donation. Your participation in the Heroes for Hope registry challenge takes your contribution one step further by publicly advocating for organ, eye and tissue donation and inviting more people to join the 3.8 million Arizonans who have said *YES* to the gift of life!

If you plan to request media coverage for your organization’s participation in Heroes for Hope, please review the following messaging points, written from your perspective. We suggest you focus on the heart of the story—typically the donor families and recipients—and how people can register:

* Donor Network of Arizona (DNA) is Arizona’s federally designated, nonprofit organ procurement organization. DNA recovers organ, eyes and tissue donations for transplantation.
* Heroes for Hope is a joint effort of health care, law enforcement and emergency services agencies from across the state to educate the public about the gifts of organ, eye and tissue donation and encourage Arizonans to register as donors. The campaign is held in April, which is celebrated as National Donate Life Month across the country.
* This year’s collective goal for Heroes for Hope is 1,000 new registrations.
* Our organization plans to contribute [*INSERT ORGANIZATIONAL GOAL*] to the overall goal.
* Becoming an organ, eye and tissue donor is a simple act of generosity that can save and heal many lives.
* One person has the potential to save eight lives with organ donation.
* A donor could also heal dozens of others through tissue and eye donation by restoring sight, preventing limb amputation, healing burn victims, repairing bone, tendon and ligament damage, supporting reconstructive surgeries and much more through their selfless gifts.
* Today, about 2,000 people in Arizona are waiting for a lifesaving organ transplant. Nationwide, the organ wait list total is more than 112,000.
* In 2019, 314 Arizona organ donors saved 844 lives—more than any previous year.
* Also last year, 1,760 Arizona tissue donors offered the gift of healing. Arizona eye donors restored sight for 926 people.
* Last year, more than 100 heart valves from Arizona donors were transplanted all over the U.S., going to pediatric patients 76 percent of the time.
* More than 3.8 million Arizonans are registered as organ, eye and tissue donors on the DonateLifeAZ Registry.
* Arizonans can register their decision to save and heal lives through organ, eye and tissue donation by registering as a donor at DonateLifeAZ.org or by checking the donor box when they apply for or renew their license or ID at the MVD.

Contact Nico Santos, media relations coordinator with DNA, at 602-222-2494 or nico.santos@dnaz.org if you’d like help with media requests or to ask more questions about organ, eye and tissue donation.