



**EMBARGOED UNTIL 8:00 AM EDT MAY 1  
NEWS RELEASE**

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### **Facebook Partners with Donate Life America to Dramatically Increase Number of Registered Organ Donors**

RICHMOND, May 1 - Donate Life America, the national organization dedicated to increasing the number of registered organ, eye and tissue donors that save and heal lives, today announced a major initiative with Facebook.

Today, Facebook launched an upgrade to its timeline structure, which asks users to check their organ donor status and directs them to Donate Life America's National Registration Page -- allowing them to designate a donation decision if they have not done so already. In an exclusive interview with ABC News' Robin Roberts on "Good Morning America" this morning, Facebook founder Mark Zuckerberg announced the new initiative and became one of the first Facebook users to sign up to donate on the social network. Tonight Facebook's COO and one of America's most powerful businesswomen Sheryl Sandberg will sit down exclusively with Diane Sawyer. ABC News affiliates, ABC News Radio, Yahoo! and ABCNews.com will also feature coverage of the exciting new initiative. ESPN will be running two powerful organ donation stories throughout the day on SportsCenter that encourage organ and tissue donation.

"We can't thank Facebook enough for the organization's commitment to helping save lives by encouraging Americans to register as organ, eye and tissue donors. We are also grateful to ABC and ESPN for their dedication to this cause and for sharing this opportunity with their viewers. Thousands of lives will be saved or healed as a result of this initiative," said David Fleming, President and CEO of Donate Life America. "We want to encourage every Facebook user to take a moment and update their timeline, register to be a donor, and share their decision with family and friends. It is a simple way to provide hope for those in need."

The partnership signifies a giant step for the organ, eye and tissue donation community, bringing major exposure to the need for more registered donors and leading the public to officially designate themselves as donors, providing hope to the over 114,000 men, women and children currently waiting for a lifesaving transplant. Thousands more await needed tissue or corneal transplants to resume normal lives or restore sight.

To find out more about Donate Life America or to register to be an organ, eye and tissue donor, visit [www.facebook.com/DonateLife](http://www.facebook.com/DonateLife).

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**About Donate Life America**

Donate Life America is a 501(c)3 not-for-profit alliance of national organizations and state teams across the United States committed to increasing organ, eye and tissue donation. Donate Life America manages and promotes the national brand for donation, Donate Life, and assists Donate Life State Teams and national partners in facilitating high-performing donor registries; developing and executing effective multi-media donor education programs; and motivating the American public to register now as organ, eye and tissue donors.