



FOR IMMEDIATE RELEASE

7 February 2011

DonateLife wants you to share your story in the DonateLife *Book of Life*

Australians are encouraged to send their stories about organ and tissue donation to the DonateLife website for DonateLife Week which starts on 20 February 2011.

As part of DonateLife Week, the national awareness week on organ and tissue donation, the DonateLife '*Book of Life: A collection of life-saving and life-changing stories from people touched by organ and tissue donation*', will provide a place for all Australians to share their stories about the subject.

The goal of DonateLife Week is to get Australians talking about organ and tissue donation with their loved ones to ensure they know and accept their donation wishes.

Past experience shows Australians are generous in sharing stories about the positive difference organ and tissue donation has made to their lives to inspire others to start the conversation.

Contributions to the DonateLife *Book of Life* can be a story, poem or letter and photo from anyone who has something to share about organ and tissue donation. Contributors could include donor family members, a recipient, someone who is waiting for a transplant or even someone who is making a decision about becoming a donor or has just had a conversation with loved ones about their wishes.

According to the Organ and Tissue Authority, 98 per cent of Australians agree that organ and tissue donation has the potential to save and improve lives.

During DonateLife Week the book will become a record of Australian stories able to be read by everyone. It will also become a reminder of the life changing benefits of organ and tissue donation.

Stories to be considered for inclusion in this special book can be submitted from 14 February to the DonateLife website at www.donatelife.gov.au

DonateLife Week will take place Sunday 20 - Sunday 27 February 2011.

EDITORS - FOR INTERVIEWS AND FURTHER INFORMATION

For interviews and pictorial opportunities the Organ and Tissue Authority can provide you with people from your State or Territory who have submitted a story to the DonateLife *Book of Life*.

To organise an interview, please contact:

- Felicity Sincock, Ogilvy Public Relations on 03 8638 2195 or 0400 003 286
- Lelde McCoy, Ogilvy Public Relations on 03 8638 2190 or 0417 362 768