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Contact:
Dan Reynolds
Communications Manager
(734) 780-2116
Fax: (734) 780-2142
dan@midwesteyebanks.org

Donor Registry initiative comes to New Jersey

SPRINGFIELD, NJ – This fall, the Lions Eye Bank of New Jersey (LEBNJ) is launching "*I Joined!*", a grass-roots initiative to get the word out about the importance of signing up on the Donate Life New Jersey Registry. By signing up on the Donor Registry, you give first person consent to donate your organs upon your death, instead of leaving the decision to relatives.

"The campaign is intended to show people how easy it is to register as an eye, organ and tissue donor," explains Community Engagement Manager Lisa Langley, "and how important that decision can be in saving lives and sight."

New Jerseyans can join the Donor Registry at a Motor Vehicle Commission office when they receive or renew their driver's licenses. Under the New Jersey Hero Act, an online registration portal will be available to residents by April, 2009. Paper donor cards will be available at all MVC offices by July, 2009. Once received, both online and paper submissions are to be immediately incorporated into the Donate Life New Jersey Registry.

To help spread the message, LEBNJ is training people – chiefly Lions Club members – to go out into their communities and give presentations about joining the Donor Registry.

LEBNJ's goal is to reach all Lions Clubs in the state by the end of 2010, but anyone can get involved. The presentation can be given by anyone, to any community group.

To learn more about *I Joined!* or the Donate Life New Jersey Registry, visit www.IJoined.org. If you're interested in becoming a presenter, contact Lisa Langley at (800) 247-7250, ext. 135.

The Lions Eye Bank of New Jersey is a subsidiary of Midwest Eye-Banks, a 501(c)(3), independent, not-for-profit organization dedicated to the restoration of sight. It recovers, evaluates and distributes human eye tissue for transplantation. It also supports research into the causes and cures of blinding eye conditions, promotes donation awareness through public and professional education, and provides humanitarian aid to people in need of corneal transplantation throughout the world. To learn more, visit LEBNJ online at www.lionseyebanknj.org or call (800) 653-9379.

