



FOR RELEASE:

June 11, 2010

CONTACT:

Dan Reynolds
Communications Manager
(734) 887-2311
Fax: (734) 887-2310
dan@midwesteyebanks.org

Lions Clubs host Donor Registry station at parade

LAKEVIEW – Those attending the Summerfest Parade on June 19th will have a unique opportunity to save and change lives – simply by adding their names to the Michigan Organ Donor Registry.

According to the Michigan Eye-Bank, those who consider joining the Registry should remember to bring their driver's license number or state identification to the concert, where the Lakeview Lions Club will be hosting a Michigan Eye-Bank Donate Life Station. The Station features a laptop computer with a wireless Internet card, enabling Lions Club volunteers to sign people up on the Donor Registry via the Internet. Those who sign up will receive their red "DONOR" heart stickers from the Secretary of State in the mail in a few weeks.

"Most people don't know that signing the back of their driver's licenses isn't enough," explains Alison Claerhout, Community Engagement Coordinator for the Michigan Eye-Bank. "If you don't have a red 'DONOR' heart sticker on your license, you're not on the new, computerized, confidential Registry."

To add a person's name to the Donor Registry, all that is needed are the person's full name, driver's license number and birth date.

"The Lions and the Michigan Eye-Bank share similar missions, both strive to restore sight," says Claerhout. "By hosting a Donate Life Station, the Lions are helping to ensure that people in their community understand that they have the power to give the gifts of sight, life and mobility to others in need."

The new Michigan Eye-Bank Donate Life Stations are part of the second phase of the Eye-Bank's ***I Joined!*** campaign, a grassroots initiative to get the word out about the importance of joining the state's Donor Registry.

The Station will be located at Lakeview High School, 9800 Youngman Road, in Lakeview, starting at 2 p.m.

The Michigan Eye-Bank, a division of Midwest Eye-Banks, is a charitable, 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. For more information, visit the Michigan Eye-Bank online at www.michiganeyebank.org or call (800) 247-7250.

