



FOR RELEASE:
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MEDIA ADVISORY

Michigan Eye-Bank thanks friends, supporters with a Summer Celebration at Dow Diamond

MIDLAND – The Michigan Eye-Bank will gather with friends and supporters at Midland’s Dow Diamond ballpark on August 20 for a day of camaraderie and fun celebrating the Eye-Bank’s accomplishments during the past year, and the many opportunities that lie ahead.

“We wanted to find a way to thank everyone for their dedication this year, and to get people revved up about the future,” explains Lisa Langley, Executive Director of the Michigan Eye-Bank. “We were just awarded a very generous grant from the Midland-based Rollin M. Gerstacker Foundation, supporting our efforts to increase awareness about the Michigan Organ Donor Registry, so it only made sense to celebrate here.”

WHAT: Michigan Eye-Bank Summer Celebration

WHO: Hosted by the Michigan Eye-Bank, a not-for-profit organization dedicated to the restoration of sight. Cornea recipients, donor families and friends of the Eye-Bank will be in attendance.

WHEN: Festivities take place on Saturday, August 20, 2011, with an Awards Dinner at 4:30 p.m. under the Northern Lights Pavilion, followed by a pre-game gathering, featuring Donate Life Stations sponsored by the Gerstacker Foundation. At 7:05 p.m., the Great Lake Loons will take on the Bowling Green Hotrods in a game dedicated to eye, organ and tissue donation awareness. Fireworks will follow.

WHERE: Dow Diamond
825 East Main Street
Midland, MI 48640

WHY: To recognize the Eye-Bank’s accomplishments, and to kick off an expanded initiative aimed at increasing the number of Michigan residents who say “yes” to donation by joining the Michigan Organ Donor Registry.

The Michigan Eye-Bank 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.

