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Subject: Donate Life Press Conference
Location: 1st Floor Lobby, Statehouse
When: 4/2/2015 10:00:00 AM - 10:30:00 AM

APPROVED BY: NH on 12/11

EVENT: Donate Life Press Conference

DATE: Wednesday, January 8, 2014

TIME: 10:00 AM

LOCATION: 1st Floor Lobby, Statehouse (Tracy Armstrong is coordinating the location details).

LOCATION SET-UP: Podium with flags. There will be a table with information and promotional items as well as a pull up banner regarding organ and tissue donation. We will assist with the podium and flags.

ON-SITE LOCATION CONTACT: Tracy has handled the location logistics.

SCHEDULING CONTACT:

Tracy Armstrong
CEO/Executive Director
864.607.1220 (cell)

PRIMARY STAFF: Ashton Lee

ADVANCE STAFF: Zach Pippin

PURPOSE: Gov. Haley will join SCDMV Director Kevin A. Shwedo and Donate Life SC in a press conference announcing a New Partnership Campaign to the citizens of South Carolina. The purpose of the event is to send a message and educate SC citizens about the critical need for organ and tissue donation in SC, thus enhancing and saving many lives!

PRESS: Yes.

PUBLIC: Yes.

INVITED BY: Tracy Armstrong, CEO/Executive Director- CEO/Executive Director

INTRODUCED BY: Tracy Armstrong, CEO/Executive Director- CEO/Executive Director

LENGTH OF SPEAKING: NH can speak for as long as she would like. All other speakers were given a 3-5 minute time limit.

SPEAKING ORDER/LINE-BY-LINE:

Welcome **Tracy Armstrong**
Executive Director/CEO

Donate Life South Carolina

Remarks

The Honorable Nikki Haley
Governor of South Carolina

Katrina Shealy
South Carolina State Senator District 23
Presentation of Resolution

Kevin A. Shwedo
Executive Director
South Carolina
Department of Motor Vehicles

Ed Billings
Father of donor, Thad Billings
Columbia, SC

Jane Davis
Mother of recipient, Natalie Davis (6 year old)

Brad Dean
President & CEO
Myrtle Beach Area
Chamber of Commerce
Living Donor- Kidney

Lanie Hudson
Miss South Carolina
Volunteer and Advocate

BACKGROUND: In 2014, SC DMV and Donate Life SC announced a partnership to increase the number of registrants on the Organ and Tissue Donor Registry by 40%. **The actual increase was 31%, but Col. Shwedo is set to announce the figure during the press conference.**

April will be designated as Donate Life Month in SC by a Senate resolution.

Jane Davis is the mother of a 6 year old girl, Natalie, who received a heart transplant.

Ed Billings is the father of Thad Billings. Thad was killed in a car accident on Memorial Day 1994. His heart, kidneys, liver, pancreas and corneas were recovered for transplants and 5 people's lives were saved and 2 more were benefited from improved vision.

Brad Dean is the President and CEO of Myrtle Beach area Chamber of Commerce and a living kidney donor.

SUGGESTED TALKING POINTS

- I am proud to be here today supporting such a worthy cause.
- I'd like to thank Senator Shealy, Col. Shwedo of the DMV and Tracy Armstrong of Donate Life SC for their leadership on this issue.
- April, as you know, is Donate Life Month and an opportunity to raise awareness of organ and tissue donation in SC.
- Simply put, organ donation can save lives and improve the quality of other lives.

- Jane Davis is here with us. Her daughter, Natalie, is a 6 year old who received a heart transplant.
- Ed Billings is the father of Thad Billings – an organ donor whose tragic death nonetheless helped 7 people.
- Brad Dean, the President and CEO of the Myrtle Beach area Chamber of Commerce, is a living kidney donor.
- These are the faces of organ donation in South Carolina.
- Every 10 minutes, another person is added to the national transplant waiting list.
- Approximately 1,000 South Carolinians currently need an organ transplant.
- DMV is often the first step in the organ donation process – more than 98% of the South Carolinians on the organ donation registry signed up at the DMV.
- Last year, the DMV and Donate Life SC partnered on a statewide campaign to increase the number of people on the organ donor registry. The results show last year's campaign has helped raise awareness to the need for more organ, eye and tissue donors in South Carolina.
- Because this is such a critical issue, I'm excited by the renewed campaign partnership between SC DMV and Donate Life SC.
- It is my hope that through our efforts, we can continue to raise awareness and increase the number of people on the registry.
- Thanks again for all of your hard work. Together, we can continue to raise awareness of organ and tissue donation.

PRESS RELEASE:

MEDIA ADVISORY

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WHAT: Press Conference conducted by Donate Life South Carolina (DLSC) and the South Carolina Department of Motor Vehicles (SCDMV) on the first floor lobby of the State House at 10:00 a.m., Thursday, April 2, 2015. An update will be given on the renewed partnership and statewide campaign that was launched in 2014 to increase the number of registrants on the S.C. Organ and Tissue Donor Registry. The goal was to obtain a *donor designation rate* of 40% by the end of 2014. The *donor designation rate* is the rate at which individuals join the state's donor registry as a percentage of all I.D./driving credentials issued during the same time period at the SCDMV offices. April will also be designated as **Donate Life Month** in South Carolina by a Senate Resolution.

This event will also honor donor families and celebrate the gift of life through donation, as well as provide the opportunity to learn more about lifesaving organ/tissue donation. Guests will be given the opportunity to sign up on the South Carolina Donor Registry.

WHO: Governor Nikki Haley will speak in support of this collaborative effort, followed by **Senator Katrina Shealy** of Lexington County who will announce the **Donate Life Month** Resolution. **South Carolina Department of Motor Vehicles** Executive Director Kevin A. Shwedo and Donate Life SC CEO Tracy Armstrong will then announce the results of the renewed partnership between the two organizations. Other speakers will include: Ed Billings (donor family member), Jane Davis (mother of a child heart recipient) and Brad Dean (living kidney donor). Also featured on the program will be Lanie

Hudson, the reigning Miss South Carolina. They will all speak briefly about their connection to donation and the importance of registering more organ, eye and tissue donors.

WHY: More than 98% of the people who are in the registry signed up through the SCDMV. Still, the number of people in need of transplants continues to rise. Results from the first year of this collaboration will show that it has helped call attention to the need for more organ, eye and tissue donors in South Carolina and has informed the public about the S.

C. Organ and Tissue Donor Registry. **Every 10 minutes** another person is added to the national transplant waiting list; approximately 1,000 people in South Carolina currently need an organ transplant. Many will die unless more people become donors.

WHEN: Thursday, April 2, 2015 at 10:00 a.m.

WHERE: First Floor Lobby, South Carolina State House, Columbia

About Donate Life South Carolina

Donate Life South Carolina is the statewide organization whose mission is to promote organ and tissue donation for transplantation and provides patient assistance for South Carolina transplant recipients. **Donate Life South Carolina** established and maintains the South Carolina Organ and Tissue Donor Registry. (**DonateLifeSC.org**)

About LifePoint, Inc.

LifePoint is the designated Organ Procurement Organization (OPO) for organ recovery services in South Carolina. **LifePoint** actively provides organ, tissue and ocular donor services to 62 hospitals throughout the state. **LifePoint** also helps support and educate families at an emotionally devastating time, so they can make well-informed decisions about organ and tissue donation. (**LifePoint-SC.org**)

About South Carolina Department of Motor Vehicles

The South Carolina Department of Motor Vehicles (SCDMV) is a model state agency delivering exceptional customer service and promoting effective and efficient business processes, professional employees, innovative technology and strategic partnerships.