

NHA NEWS RELEASE

For Immediate Release

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NHA launches donor drive initiative

Lincoln, NE —The Nebraska Hospital Association (NHA) is pleased to announce the launch of Donor Drive 2011, a statewide collaborative with Nebraska Organ Recovery System (NORS) to add 80,000 names to the Donor Registry of Nebraska. Efforts to sign up new donors in 2011 are aimed to help bolster the pool of potential organ and tissue donors in Nebraska.

“This initiative was created to help improve and extend the lives of Nebraskans by increasing public and professional participation in organ and tissue donation for transplantation,” stated Laura J. Redoutey, FACHE, president of the Nebraska Hospital Association.

Redoutey announced the launch of Donor Drive 2011 on March 22, 2011 during Nebraska Organ Recovery System’s program *A Flight Plan for Donation Success: A Collaborative Learning Session*, held at the Strategic Air & Space Museum in Ashland, NE. The launch also aligns with National Donate Life Month in April.

As part of this campaign, Nebraska hospitals are being asked to achieve a goal of adding two names to the registry for every employee. Hospitals are encouraged to recruit employees, family members, neighbors, friends and colleagues. Statewide, the NHA and NORS have set a goal of 80,000 new registrants from the collective efforts of Nebraska hospitals.

There is no age limit for signing up, and all major religions support this act of charity and love. The NHA encourages individuals to help the hundreds of residents of Nebraska waiting for a transplant by adding their name to the Donor Registry of Nebraska.

Visit www.NEdonordrive.com to learn more about this initiative or to join the Donor Registry of Nebraska.

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The Nebraska Hospital Association is the unified voice for Nebraska's hospitals and health systems. NHA will provide collaborative leadership, assisting its members to provide comprehensive care to their communities, improving the health status to those communities. For more information, please visit the NHA Web site at www.nhanet.org.