



NATIONAL DONATE LIFE MONTH

Each April, Donate Life America (DLA) leads National Donate Life Month (NDLM), an observance focusing national attention on the need and importance of organ, tissue and cornea. NDLM is about the importance of registering your decision to be a donor, honoring deceased and living donors, and celebrating the lives they saved. It is the generosity of donors and donor families that makes saving lives through transplantation possible.

Donate Life© is the national brand for the cause of donation, uniting the hundreds of donation and transplantation organizations; those awaiting transplant; the life and legacy of the more than 1 million recipients in the U.S. and their families; the donor families who say yes in their time of grief, and the more than 170 million people who have registered their decision to be a donor and help others at the end of their life.

The 2026 National Donate Life Month artwork uses trees as a symbol of life, connection, and lasting impact. Just as trees grow stronger together in a forest, donation connects people, donors, recipients, families, health care professionals, and communities, in a shared network of care. Donation is not a single moment. Like a tree taking root, it creates an impact that continues to grow over time. One donor can save and heal many lives, and that generosity extends outward to families, workplaces, hospitals, and neighborhoods. Each act of donation strengthens the entire community. Trees also represent legacy. They stand through seasons and generations, offering shelter, renewal, and hope. In the same way, a donor's gift leaves a lasting legacy—seen in lives saved and healed and in the milestones reached, and in the futures made possible.



To celebrate National Donate Life Month in April, hospitals across the United States raise Donate Life flags and fly them all month long. Since 2006, these flags have served as a nationwide display of unity, remembrance and hope.



REPORTEResources

core.org/newsroom



DOWNLOADABLE CONTENT

- Broadcast quality SOTs and B-roll
- High-resolution photos with captions
- Customizable news copy

DATA POINTS

- Localized donor/recipient numbers
- Number of registrations in city/county
- Local data adds facts to feature stories

GRAPHICS/QUOTES/SMEs

- Use in broadcast, print and social
- Press releases with attributable quotes
- Media trained subject matter experts

COVERING ORGAN DONATION

1. In language, tone and images used, be mindful and respectful. The Society of Professional Journalists (SPJ) Code of Ethics calls on reporters to “Do No Harm” by treating all story subjects as human beings deserving of respect and compassion. In accordance with this principle, we recommend against using imagery of operating rooms and surgical procedures. Also pay attention to the potentially stigmatizing or offensive words used.
3. Rely only on donation and transplant professionals to provide technical details about donation and transplantation. It is not uncommon during highly stressful times for family members of donors or recipients to not fully understand the many unfamiliar and complicated conversations, terminology and activities taking place in the hospital.
4. Stories with sensationalized or inaccurate information are damaging to public trust, to those awaiting transplantation, and to the honor of donors and donor families who have given the gift of life. If ever in doubt, contact media@core.org for more information or to talk to an expert.

SAY THIS, NOT THAT

| | |
|-----------------------|----------------------|
| RECOVER organs | HARVEST organs |
| DECEASED donor | CADAVER donor |
| VENTILATED support | on LIFE support |
| REMOVE SUPPORT | PULL THE PLUG |

2. Organ donation is a rare and generous event. When a story doesn't mention the donor's generous gift, the public is left with an overly simplistic understanding of organ donation. Always conclude a story with an opportunity to register as an organ donor: **“To register as a donor, please visit registerme.org.”**

During National Donate Life Month, we celebrate the power of organ, tissue, and cornea donation to save and heal lives. We recognize the successful collaborations between CORE and the hospitals in western Pennsylvania and West Virginia, that have resulted in more than 1200 life-saving organ transplants in 2025,” said Susan Stuart, President & CEO of CORE. “But, above all, this month is a tribute to the selfless donors and their families whose generous decision to give the gift of life has brought hope and healing to those close to home and far away.

DONATION BY THE NUMBERS

more than
100,000
the number of people
awaiting an organ transplant
in the United States.

7,000
the approximate number
of people waiting for a
transplant in Pennsylvania.

500
the approximate number
of people waiting for a
transplant in West Virginia.

13
the number of people who will
die each day without receiving
the transplant they need.

**every 8
minutes**
a new person's name is
added to the national
transplant waiting list.

8
people can be saved by
one organ donor. One tissue
donor can heal 75 lives.



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