

[Hospital Logo]



MEDIA ADVISORY

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FOR IMMEDIATE RELEASE
Flag Raising/Event Date

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[HOSPITAL NAME], CORE Celebrate National Donate Life Month

Flag Raising Will Be Held to Honor Donors, Recipients and Those Waiting for Transplants

WHAT: [HOSPITAL NAME] and the **Center for Organ Recovery & Education (CORE)** will be hosting a ceremonial flag raising service to commemorate National Donate Life Month. Celebrated in April, the annual observance encourages organ donation awareness, and honors organ donors and their families. Hospitals across the United States fly the Donate Life flag in April to signal their support of donation, to serve as a display of unity, remembrance and hope, and to honor those touched by donation and transplantation.

WHERE: [HOSPITAL NAME]
[Hospital Address Line 1]
[Hospital Address Line 2]

WHEN: [DATE]
[Time]

****Interviews will be available with hospital leadership and staff from CORE, as well as those with a personal connection to donation, including donor families, recipients and waiting list candidates.*

MEDIA RESOURCES (BROLL, DATA POINTS, COPY, PHOTOS) AT WWW.CORE.ORG/NEWSROOM

About [HOSPITAL NAME]
[Insert Hospital Boilerplate]

About CORE

The Center for Organ Recovery & Education (CORE) is one of the more than 50 federally designated not-for-profit organ procurement organizations (OPOs) in the United States, serving more than five million people in western Pennsylvania, West Virginia and Chemung County, New York. CORE coordinates the recovery and matching of organs, tissues and corneas for transplant within our service region, and works tirelessly to create a culture of donation within the hospitals and communities we serve. CORE's mission is to *Save and Heal* lives through donation, ultimately ending the deaths of those on the transplant waiting list, while maintaining integrity for the donation process, dignity for the donors, and compassion for their families. CORE is a winner of the 2019 Malcolm Baldrige National Quality Award, a presidential award that recognizes nonprofits for their innovation and excellence. For more information, visit www.core.org or call 1-800-DONORS-7.