



DAVID PICCINI, MPP
Northumberland – Peterborough South

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April 1, 2019

To: All Residents of Northumberland Peterborough-South

From: David Piccini, MPP, Northumberland Peterborough-South

Re: BeADonor Month – Mayor's Challenge and Residents Challenge

The Month of April is BeADonor Month in Ontario. This is a month in which all Ontarians are encouraged to show their support for organ and tissue donation by registering.

I am passionate about this cause and I want to increase the registration rate in each of the communities across Northumberland Peterborough-South.

I am issuing a challenge to the Mayors in each community to join me in raising awareness and I am also issuing the same challenge to each of our residents.

I would like to encourage every resident of our riding to spend two minutes to register on-line your consent to donate today! I have created an on-line registration drive so you can register through <https://beadonor.ca/campaign/mppdavidpiccini> and we can track how many residents in our riding registered throughout April. I would also ask every resident to spread the word by encouraging your friends and family to register their consent to become organ and tissue donors. We can all work together to save and enhance lives

5 EASY Ways You Can Get Involved from April 1st – April 30th

- 1. Register:** Register as an organ and tissue donor at <https://beadonor.ca/campaign/mppdavidpiccini> and take a video of yourself registering to post on social media. Registering to be a donor takes only 2 minutes. Use the hashtag **#beadonor** and tag **@DavidPiccini** and **@TrilliumGift** so we can share your posts!

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- 2. Green Shirt Day:** April 7 is Green Shirt Day across Canada in honour of the Logan Boulet Effect. Logan Boulet died in the Humboldt bus crash last year. He was an organ donor and saved six lives and inspired 100,000 organ donor registrations across the country.

Since April 7 is a Sunday, schools and workplaces are being asked to wear green shirts on Monday, April 8, to show their support for national green shirt day. You can purchase the inaugural Green Shirt Day t-shirt here:

<https://greenshirtday.go.customprintcenter.ca/>, or wear anything green. For more information on Green Shirt Day, you can visit <https://greenshirtday.ca/>.

On April 7 or 8, to honour Green Shirt Day, post a photo of yourself on social media **wearing a green shirt.**

Here is a draft tweet you can use:

TODAY is #GreenShirtDay! Show support for those who are currently waiting for a lifesaving transplant by wearing your green shirt & if you're in #Ontario, register as an organ and tissue donor at www.BeADonor.ca #beadonor @TrilliumGift @greenshirtday

- 3. Social Media:** Tweet the following messages, or create your own!

Graphic 1: *April is #BeADonor Month in Ontario & registered organ and tissue donors can be proud because as an organ donor you could save 8 lives someday! Register today at www.BeADonor.ca. @TrilliumGift*

Graphic 2: *It's never too late to be giving. This #BeADonor Month make sure you're a registered organ and tissue donor or register today at www.BeADonor.ca. @TrilliumGift*

Follow TGLN on Twitter @TrilliumGift and share our posts.

- 4. Create an Online Registration Drive:** Create a registration drive at www.beadonor.ca/spread-the-word. Share your individual registration drive on social media to see how many clicks to register you can collect. Challenge your colleagues to see who can get the most clicks to register!

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Quick Facts about Organ and Tissue Donation and Transplantation:

- **One organ donor** can save up to **8 lives** and enhance as many as **75 lives** through tissue donation.
- Today, there are more than **1,600** men, women and children in Ontario waiting for a life-saving organ transplant.
- **Every 3 days**, someone in Ontario dies a preventable death waiting for a transplant.
- You are 5 times more likely to *need* an organ than to donate one.
- **It takes less than 2 minutes to register as an organ and tissue donor online at beadonor.ca.**