



Press Release

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A KNIGHTS CALL FOR ORGAN DONORS

CALIFORNIA: The NorCal Alumni Association would like to announce our upcoming 'eCampaign', which we are calling A Knights Call for Organ Donors. In collaboration with www.TaylorsGift.org, & www.donatelifecalifornia.org we have created one of the largest campaigns that the donor program has worked with to date.

Starting on OCTOBER 17th 2011, and running through NOVEMBER 20th 2011, we will be volunteering at each of our universities in California. We will be actively informing college students both in person, and through multiple social media outlets, of the benefits and importance of becoming an Organ Donor. Our goal is to get 87 new Californians registered each week. There is a unique URL listed below, which when clicked on, will guide users through the 90-second registration page.

We hope you will join us, & help inform others as well, and together we can help save lives, and give these people a second chance to live.

<http://register.donatelifecalifornia.org/omegadelatphi>

<http://www.facebook.com/event.php?eid=121327501306143#!/event.php?eid=121327501306143>

The need in our multicultural communities is great!

- Nationwide, minorities represent 54% of organ transplant candidates and more than 60% of those awaiting kidney transplants.
- In California, Latinos make up 35% of those waiting for life-saving transplants, Asians/Pacific Islanders 16%, and African Americans another 14%.
- Nearly 75% of those waiting for a kidney transplant are people of color.
- Nationwide, African Americans comprise 12% of the total population, but represent 35% of kidney transplant candidates. This high proportion is due to a higher incidence of diabetes and hypertension.

For those living outside of California, below is a link to the U.S. Department of Health & Human Services organ donor website. From here you can find your individual state's webpage, and follow the registration instructions from there. Please take a look & thank you for your participation in this program!

<http://www.organdonor.gov/stateMap.asp>