

EYE BANK PRESS RELEASE LETTERHEAD

(Organization Name)

(Your Name)

(Your Phone)

FOR IMMEDIATE RELEASE

Tremendous advances have been made in eye, tissue and organ transplantation in recent years, offering the hope of life and/or of significant quality of life improvements for many individuals. Yet much remains to be done to overcome the shortage in supply of donated eyes, tissues and organs.

President Ronald Reagan proclaimed the first National Eye Donor Month in 1983, and since then Congress has designated each March as National Eye Donor Month to improve understanding of the need for increased donation.

In 2008, the (Organization Name) helped restore sight to (number) (state) citizens. Nationally, more than 52,000 Americans received corneal transplantations. Since 1960, eye banks nationwide have made possible more than 1,000,000 sight restoring corneal transplantations. But each year more donors are needed to meet that need. Signing a donor card is a good first step but more importantly; talk to your loved ones and let them know of your donation wishes.

Please contact the (organization name) at (phone or website address) of the Eye Bank Association of America (EBAA) at www.restoresight.org for further information.