

NEWS RELEASE

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AOPO LAUNCHES NEW WEBSITE, HIGHLIGHTS IMPORTANCE OF DONATION

Message of www.aopo.org is “Hope Within Reach” for Thousands Waiting for Transplant

MCLEAN, Va.—Aug. 20, 2010—The Association of Organ Procurement Organizations (AOPO) unveiled its new, improved website today at www.aopo.org. The new website speaks to a broader audience with expanded content to help inspire more people to get involved in the life-saving work of organ and tissue donation and transplantation.

The new website is grounded in the theme “Hope Within Reach” and illustrates how organ procurement organizations (OPOs) – along with donors, donor families and professional partners – are putting hope within reach for the more than 108,000 men, women and children waiting for a life-saving transplant in the United States.

“The success of transplantation depends on the generosity of the people in our communities who are willing to give the gift of life,” said Jeff Orłowski, president of AOPO. “By sharing new information about how OPOs use medical advancements to save lives, and care for donors and families, we can inspire more people to register as donors.”

New website content includes information not previously available, such as detailed information about how OPOs are structured and funded. The new site also makes it easier for people to connect with their local OPO, help with outreach and education about donation or learn how they can make an impact in their community by registering to be a donor.

The updated website is both modern and simple. It guides individuals through the donation process, offers new details about OPOs and shares information about AOPO’s work to protect and pass legislation that makes saving lives through donation and transplantation possible. To learn more about AOPO or its members, or to find out how to register as a donor, please visit www.aopo.org.

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About AOPO

AOPO is a non-profit, national organization representing all federally-designated organ procurement organizations (OPOs). The association represents and serves OPOs through advocacy, support and the development of activities that will maximize the availability of organs and tissues and enhance the quality, effectiveness and integrity of the donation process.

ABOUT OPOs

OPOs are federally-designated non-profit organizations that are responsible for coordinating organ and tissue donation across the United States, bridging the gap between the generous donation of organs and tissues and the thousands in need of these gifts.