

SAMPLE MEDIA ADVISORY



[insert eye bank contact name, phone, email]

November is Eye Donation Month [Eye Bank] to Raise Awareness in the Community

[DATE], 2018 – [City/State] -- November 2018 is Eye Donation Month, and the [Eye Bank] will be raising awareness about the life-changing opportunities that are created through eye donation.

Eye Donation Month 2018 will focus on all the individuals who make the gift of sight possible. Eye bank staff, funeral directors, medical examiners/coroners, hospital administrators, cornea donor families and cornea recipients are the enduring champions for the millions of people around the world whose lives were transformed through cornea donation and transplantation.

Quick Facts:

- There are **[number]** eye banks in **[state]** that recover and provide transplantable tissue to **[state]**'s citizens.
- Last year, through cornea donation from fellow **[state]** residents, our eye banks provided **[total number of corneas transplanted in your state]** to help fellow **[state demonym]**, and patients around the world, regain their sight.
- Almost anyone can be a cornea donor, regardless of vision, age, or past ocular health issues such as cataracts or laser vision correction.
- The transplants performed each year increase their recipients' productivity and reduce their healthcare costs, contributing \$6 billion in benefits to the US healthcare system.

It all starts with [registering](#) to be an eye, organ and tissue donor and sharing your decision with your family and loved ones.

During Eye Donation Month, [eye bank] will promote cornea donation and transplantation awareness; encourage individuals to register as eye, organ and tissue donors; honor donors and their families; and celebrate cornea recipients. We have several stories to share with media.

[insert quote from eye bank director, share a story]

About [Eye Bank]

Editors please note:

November 2018
Eye Donation Month
www.eyedonationmonth.org
#eyedonationmonth2018