



IT ONLY TAKES A MINUTE...

SAMPLE MEDIA ADVISORY

[DATE], 2026 – [City/State] -- November 2026 is [Eye Donation Month](#), and the [Eye Bank] will be raising awareness about the life-transforming opportunities that are created through eye donation.

Eye Donation Month 2026 focuses on the theme, “It Only Takes a Minute.” It emphasizes how simple it is for an individual to register as an eye, organ, and tissue donor. This informed, meaningful, decision of generosity can give the life-transforming gift of restored sight.

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, race, religion, blood type. Aside from a few highly communicable diseases, nearly anyone can be a cornea donor.
- The transplants performed each year increase their recipients’ productivity and reduces healthcare costs, contributing more than \$8.6 billion in benefits to the US healthcare system.

It all starts with registering as 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 2026

Eye Donation Month



**EYE DONATION
MONTH**

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