



Donate Life Texas
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Texans urgently needed as organ, eye and tissue donors
Donate Life Texas launches new website, donor registration campaign

Dallas-Fort Worth (April 18, 2022) – Donate Life Texas, the non-profit organization that manages the only official organ donor registry in the state, is launching a vibrant new campaign to encourage Texans of all ages and backgrounds to register as organ donors in conjunction with April’s National Donate Life Month. The goal of the campaign is to encourage the 44% of Texans who haven’t yet registered as a donor to take action.

“10,000 of our fellow Texans are currently awaiting a lifesaving transplant, and 557 Texans died while on the list last year,” said Chad G. Carroll, Executive Director of Donate Life Texas. “That’s an average of 46 people per month who didn’t get the organ they needed. This new campaign is a response to this critical need to increase awareness and encourage more Texans to register as donors and save lives.”

The campaign features real Texans who have been impacted by donation or transplantation. Inspired by the state’s diverse communities, the campaign utilizes a vibrant palette with bright, bold colors. “We want Texans from all walks of life to see themselves in this campaign,” said Carroll, “and we hope to illustrate the giving spirit of our people and our state pride.”

Most Texans consider organ donation when their driver’s license or ID card are up for renewal. Donate Life Texas partners with the Texas Department of Public Safety (DPS) and the Texas Department of Motor Vehicles (DMV) to inspire Texans to join the registry while applying for or renewing their driver’s license, ID card, or vehicle registration. However, Texans don’t have to wait – they can register online, any time, at DonateLifeTexas.org.

“As Texans, we are known for taking care of each other and there is no more selfless act than becoming an organ donor,” said Michelle Ramirez, Community Education Specialist for Donate Life Texas. “One donor has the potential to save and heal up to 75 lives through organ, eye and tissue donation. It’s a powerful gift.”

Texans can find facts, stories and statistics and register to be a donor at the organization’s newly updated website, DonateLifeTexas.org.

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About Donate Life Texas

The Donate Life Texas donor registry was established by the Texas legislature in 2005 and is officially known as the Glenda Dawson Donate Life Texas registry. The registry is supported by the Texas organ procurement organizations, LifeGift, Southwest Transplant Alliance and Texas Organ Sharing Alliance, as well as the fourteen eye and tissue banks serving the state. To date, more than 13 million Texans have trusted Donate Life Texas with their donation decisions. Donate Life Texas is part of the [Donate Life America](#) not-for-profit alliance of national organizations and local partners across the United States.