



FOR IMMEDIATE RELEASE

Contact:

Katie Whitton
Director of Public Relations
Southwest Transplant Alliance
719-235-3180 /kwhitton@organ.org

July 5, 2016

APPLE & DONATE LIFE AMERICA BRING NATIONAL ORGAN DONOR REGISTRATION TO IPHONE *Apple's upcoming iOS 10 launch will include a lifesaving feature.*

Apple® and Donate Life America announced today that, for the first time ever, iPhone® users will be able to sign up to be an organ, eye and tissue donor right from the Health app with the release of iOS 10 scheduled for this Fall. Through a simple, secure sign up process, iPhone users can learn more and take action with just a few taps. All registrations submitted from iPhone are sent directly to the National Donate Life Registry managed by Donate Life America. The ability to quickly and easily become a nationally-registered donor is a complement to donor registration through the Donate Life Texas organ, eye and tissue donor registry. Both registrations can be accessed and will be honored by donation professionals nationwide.

“On average, one person dies every hour in the United States waiting for an organ transplant because the demand for lifesaving transplants far exceeds the available supply of organs,” said David Fleming, President & CEO of Donate Life America. “By working with Apple to bring the National Donate Life Registry to the Health app on iPhone, we’re making it easier for people to find out about organ, eye and tissue donation and quickly register.”

“Thanks to the 8+ million Texans who have already registered just by saying ‘yes’ to donation while getting a driver’s license, we know making registration easy and secure is key,” the executive director of Donate Life Texas, Suzy Miller said. “The Health App will soon put the power to create a lifesaving legacy quite literally into the hands of iPhone users everywhere.”

Over 120,000 Americans are currently waiting for a lifesaving transplant — and every 10 minutes, a new individual is added to the national transplant waiting list. Each organ donor can save as many as eight lives and heal many more through the gifts of tissue and eye donation. In the absence of donor registration, families are left to make the decision about donation in what is often the worst moment of their lives, the sudden and unexpected loss of a loved one.

“Apple’s mission has always been to create products that transform people’s lives. With the updated Health app, we’re providing education and awareness about organ donation and making it easier than ever to register. It’s a simple process that takes just a few seconds and could help save up to eight lives,” said Jeff Williams, Apple’s chief operating officer. “Together with Donate Life America, we’re excited to deliver this new feature to iPhone users in the US with iOS 10.”

The Health app on iPhone provides a complete view of your health and fitness data all in one place. The app includes Medical ID, which makes critical health information available in case of emergency to first responders and is accessible from the iPhone lock screen. Medical ID can display categories like medical conditions, allergies, medications, blood type, and emergency contacts. And with iOS 10, Medical ID offers the ability to register as an organ, eye and tissue donor with Donate Life America.

-MORE-

ORGAN DONOR REGISTRATION ON THE IPHONE (cont.)

Availability

The developer preview of iOS 10 is currently available to iOS Developer Program members at developer.apple.com, and a public beta program will be available to iOS users this month at beta.apple.com. For more information, visit apple.com/ios/ios10-preview.

About Southwest Transplant Alliance

Since 1974, Southwest Transplant Alliance (STA) has been saving lives by recovering donated organs for individuals awaiting a life-saving transplant. STA is among the largest of 58 federally designated, non-profit organ procurement organizations (OPOs) and is now ranked number three in the nation for the highest number of organs transplanted.

STA has facilitated more than 22,000 organs for recovery and enhanced the lives of more than 100,000 people. STA is a member of the United Network of Organ Sharing (UNOS) and is accredited by the Association of Organ Procurement Organizations (AOPO). The organization serves communities in North Texas, Beaumont, Bryan/College Station, Corpus Christi, El Paso, Galveston, Midland/Odessa, Temple, Tyler and Wichita Falls. For more information, go to www.organ.org.

About Donate Life Texas

The Donate Life Texas organ, eye and tissue donor registry started in 2006 and now has more than 8.5 million registrants, making it the country's third largest donor registry. The registry is supported by all three Texas organ procurement organizations, LifeGift, Southwest Transplant Alliance and Texas Organ Sharing Alliance as well as the 12 eye and tissue banks serving the state.

Signing up is fast and easy at DonateLifeTexas.org and provides a way for individuals to make their decision to be an organ, eye and tissue donor known. It also provides legal consent for donation after death, which removes the burden of decision-making from the family during an already difficult time and helps ensure no medically-viable organ or tissue is ever lost from a willing donor for lack of consent.

Donate Life Texas is part of the Donate Life America not-for-profit alliance of national organizations and local partners across the United States, serving as a national voice and inspiring all people to save and enhance lives through organ, eye and tissue donation.

-###-