

# FLDRN UPDATE

## THE NEWSLETTER OF FINGER LAKES DONOR RECOVERY NETWORK

### Amerks Hosted Donate Life Night at the Blue Cross Arena

A highlight of National Donate Life Month 2013 was the hosting of Donate Life Night by the Rochester Americans on April 12, when the Amerks matched up against the Oklahoma City Barons at the Blue Cross Arena.



Rochester Americans Hall of Famer Gates Orlando, a heart recipient, and his daughter joined Finger Lakes Donor Recovery Network's Rob Kochik and Amy James (far right) for a never-to-forget moment during the evening.

The Amerks partnered with the Finger Lakes Donor Recovery Network (FLDRN) and the Amerks Alumni Association, including Hall of Famer Gates Orlando, to raise awareness for organ donation.

Mr. Orlando was the region's first person to receive a total artificial heart and then a heart transplant on Feb. 5, 2013 at the University of Rochester Medical Center.

"Gates Orlando is an inspiration to so many people," said Rob Kochik, the FLDRN executive director. "His story demonstrates the power of organ donation and the importance of joining the registry to help others."

### Special Events

Discounted Amerks tickets were made available for Donate Life employees, friends, and family, and this helped boost the presence of organ donation advocates at the Blue Cross Arena.

Special events at the Amerks game included the singing of the National Anthem by donor mom Holly Campbell, while heart transplant recipients were given the opportunity to "Drop the Puck."

Among those who supported FLDRN were nurses from Strong Memorial Hospital who take care of heart transplant patients. What an amazing group!

Several members of the Amerks Alumni Association, including Paul Brydges, Jody Gage, Scott Metcalfe, Jim Pettie, Kenton Rein, Geordie Robertson and Jim Weimer were on-hand throughout the evening to speak with fans about the importance of organ donation and urge them to become organ donors. (Continued on page 2)



Nurses from Strong Memorial Hospital's 7-3400 Unit were at the Amerks Donate Life event to show their support for the heart patients they provide such amazing care for, and to help enroll attendees on the New York State Donate Life Registry.

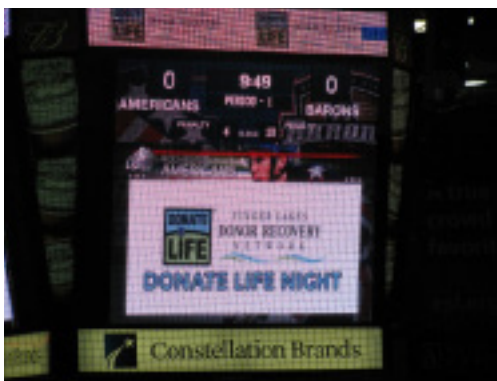
(Continued from page 1)

## Souvenir Hockey Pucks

To encourage people to enroll in the New York State Donate Life Registry, each individual who did so received a souvenir “Organ Donor Awareness Night Hockey Puck.” And those who had already registered, and could show us their heart symbol on their driver license card, were also rewarded with the souvenir hockey puck.

A further incentive at the FLDRN’s two information tables was a number of raffles. The prizes that definitely caused interest and excitement were an Amerks team jersey, a hockey stick and free Amerks tickets.

At the end of the evening, FLDRN announced that 78 New Yorkers had added their names to the donor registry during the Amerks event.



The scoreboard says it all: Donate Life Night with the Amerks – April 12, 2013!

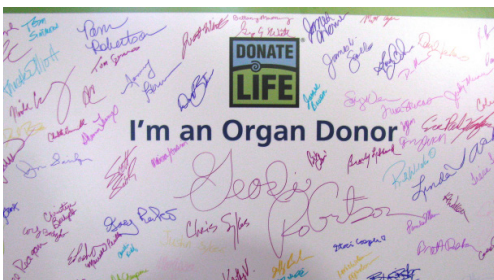


Gates Orlando was joined by several other heart recipients for the ceremonial puck drop at the beginning of the game, and received a standing ovation in doing so.

## Amerks Donate Life Photo Gallery



Ayanna Herrold and the Amerks mascot show off the New York State Donate Life enrollment brochure. Ayanna’s grandfather, Herbert Bond, received a life-saving liver transplant in February 2013 and was able to attend the game with his family.



Two large posters were available for people to show that they are an organ donor – markers were available and we received lots of signatures! Visitors to our information tables proudly showed the heart symbol on their license and others signed up at the game.



We don’t know who was in this suit, but he was a great supporter of all we were doing!



## National Donate Life Month: A Huge Success

In April, Finger Lakes Donor Recovery Network promoted the importance of donation. These three events or programs epitomized the enthusiastic support for our mission throughout the FLDRN service area.



### Cayuga County DMV Staff Support Donate Life Month

On April 9, the staff at the Cayuga County DMV office held a wonderful “Kick-Off to Donate Life Month” event to promote organ, eye and tissue donation and the importance of enrolling in the New York State Donate Life Registry.

The office was decorated with messaging about donation. There were Donate Life “footsteps” leading up to the transaction windows. And DMV staff wore their bright green Donate Life shirts.

Staff members from the Cayuga County DMV show their support for organ donation and the Finger Lakes Donor Recovery Network at their “Kick-Off to Donate Life Month” event.

What a great group of people making a difference, helping to save lives, in Cayuga County!

### Legislative Education Day



Finger Lakes Donor Recovery Network staff and volunteers join the New York Alliance for Donation and other donation and transplant organizations in Albany for Legislative Education Day – April 16, 2013.

(Continued on page 4)

(Continued from page 3)

## National Donate Life Blue & Green Day 2013



Blue and Green came in all shapes and styles!

Donate Life America (DLA) designated April 19 the second annual "National Donate Life Blue and Green Day" in support of organ, eye and tissue donation and in celebration of National Donate Life Month.

The American public was encouraged to wear blue and green on April 19, and then post their pictures on the DLA

photo contest app on its Facebook page for a chance to win \$100 for the best blue and green "look."

DLA called upon legislators, celebrities, stylists, newscasters, corporations, hospital employees, and community residents across the nation to unify in their support of blue and green, with events at designated businesses, motor vehicle agencies, municipalities, and public meeting spaces.

Participants were also encouraged to partner with local restaurants, malls, media, and community organizations to help spread awareness about donation and transplantation.

The Finger Lakes Donor Recovery Network (FLDRN) staff kicked off the promotion by wearing blue and green clothing at their monthly meeting. Others in the FLDRN soon began to run with the idea, as the photos demonstrate!

The national Blue and Green winners were announced on Donate Life America's Facebook page.

## Blue & Green Day Photo Gallery



Our friends at the National Kidney Foundation show their support for donation. From left, Jessica Leenhouts, Community Outreach Assistant; Megan Alchowiak, Community Outreach Manager, and Elissa Rowley, Program Assistant.



Proudly showing off their blue and green: On the left, Mary Salter, Social Worker at Strong Memorial Hospital's liver program, and Pat Milot, Nurse Manager at Strong Memorial's transplant department.



From left, Jeremy Shaw, Amy James and Richard Perez. Jeremy and Richard, amazing volunteers (both are organ transplant recipients), join Amy, our Community Education Manager, to show off the colors!

## Hospitals Promoted National Donate Life Month

**Finger Lakes Donor Recovery Network (FLDRN) is grateful for all the support it received from our service area hospitals in April. Their efforts helped to send a strong message about the importance of donation and donor registration in New York State.**

To illustrate what hospitals did to publicize the importance of organ, eye and tissue donation and the New York donor registry, we offer three examples of Donate Life Month programs in our area.

### St. Joseph's Flag Raising

St. Joseph's Hospital in Syracuse held their flag raising and Donate Life Month ceremony on April 1, 2013.

The Donate Life flag was flown all month to honor the staff and donor families who have been affected by donation, and to help raise awareness about donation and transplantation.

A ceremony and luncheon followed, showcasing donor family pictures of their loved ones, as well as several donor family quilts.



The flag raising ceremony at St. Joseph's begins.

### SUNY Upstate Focuses on the Impact of Donation

SUNY Upstate Medical Center's Donate Life Month program on April 10, 2013 brought together staff, donor families and transplant recipients to recognize the impact of donation on the medical center staff (both professionally and personally), and on the community as a whole.



Upstate's Chief Nursing Officer Katie Mooney at the Donate Life Month program.

Several staff members shared their personal stories about donation, and a number of Syracuse-area families spoke to how their donation experience changed their lives.

"Taste of Upstate" followed as a fundraiser, showcasing the baking and artistic creations made by Upstate staff and supporters.

### Strong Memorial Focuses on Its Staff's Dedicated Teamwork

Rochester-based Strong Memorial Hospital's Donate Life Ceremony took a different path this year.

In lieu of a flag raising ceremony, staff from both the donation and transplant units and departments came together to recognize how many dedicated people it takes to make their program a success.

From transplant surgeons to ICU doctors and nurses, donor families to recipients and their families, and organ procurement organization staff to program administrators, all walked away understanding the life-giving power of donation.



A presentation and discussion during Strong Memorial Hospital's Donate Life Ceremony.



## 3 FACTS You Should Know About Organ Donation

### Fact #1:

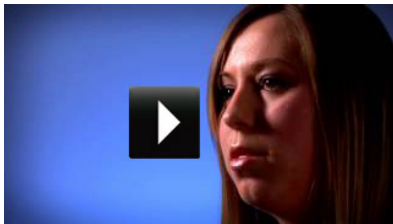
All major religions approve of organ donation and consider it an act of charity.

### Fact #2:

You are never too old to be an organ donor. It's determined by your medical condition at the time of death.

### Fact #3:

If you're admitted to the hospital, the number one priority is to save your life. Organ donation is only considered after brain death is declared.



**Check out a video about this on the home page of our website**, which explains how everything is done to save your life: [www.DonorRecovery.org](http://www.DonorRecovery.org)

## Need More Information?

If you'd like to receive more information about donation, find out how you can volunteer for us, or order free organ donor registration brochures, email Amy James at Finger Lakes Donor Recovery Network: [Amy\\_James@URMC.Rochester.edu](mailto:Amy_James@URMC.Rochester.edu). Or call her at 585-683-3174.

To learn about organ, eye and tissue donation, and to register as a donor, visit our website:  
[www.DonorRecovery.org](http://www.DonorRecovery.org)

30 Corporate Woods, Suite 220, Rochester, NY 14623 800-810-5494

Like us on Facebook 

View our videos on 