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LOUISIANA HOSPITALS AND LOPA REACH FINAL DONOR REGISTRY GOAL

Baton Rouge, LA - Hospitals throughout Louisiana, in collaboration with the Louisiana Hospital Association (LHA) and the Louisiana Organ Procurement Agency (LOPA), achieved the Donate Life Louisiana (DLL) Hospital Campaign's third and final benchmark to help increase the DLL Registry by 250,000 individuals. In August 2009, the hospital campaign reached its initial goal of a 10 percent increase, or 160,000 new registrants. The second goal, increasing the registry by an additional 40,000 individuals, was met in February of this year. Over 65 hospitals are currently participating in the DLL Hospital Campaign.

The DLL Registry allows Louisiana residents to give consent for organ and tissue donation for the purpose of transplantation, eliminating the need for family members to make this decision for their loved ones at their time of death. The tremendous success of the DLL Hospital Campaign continues to motivate organizations across the country to use Louisiana's campaign as a model to help increase their states' donor registries. LHA member hospitals and LOPA have plans to continue their partnership to increase donation opportunities in Louisiana.

On August 11, Bill Holman, FACHE, immediate past chair of the LHA Board of Trustees and president and CEO of the Baton Rouge General Medical Center, was recognized by Workplace Partnerships for Life Division of Transplantation, Healthcare Systems Bureau for his dedication to the DLL Hospital Campaign and for helping to create a *donation friendly America*.

"Our hospitals and LOPA have come together and made a real difference in our state. I am proud of what we have accomplished by working collaboratively to promote the Donate Life Louisiana Registry and to raise awareness about the importance of organ donation in communities through Louisiana," said John Matessino, LHA president and CEO. "I also want to thank Bill Holman for his leadership, vision and dedication to this initiative. Many lives will be saved because of this effort."

Over 1.8 million Louisiana residents have registered as organ donors. By joining the DLL Registry, an individual gives legal consent for the use of their organs, tissues and eyes for the purposes of transplantation and research at the time of their death. To sign up on the DLL Registry, visit www.DonateLifeLa.org.

For more information on the Donate Life Louisiana Hospital Campaign, contact Kirsten Heintz, LOPA Director of Development, kheintz@lopea.org or 504.837.3355 Ext. 283 or Michelle Clement, LHA Director of Communications and Public Relations, mclement@lhaonline.org or (225) 928-0026.

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About the Louisiana Hospital Association - Established in 1926, the Louisiana Hospital Association is a non-profit organization representing more than 150 hospitals and healthcare provider groups across the state. The mission of the LHA is to support its members through advocacy, education and services. For more information, please visit the LHA website at www.lhaonline.org.

About Louisiana Organ Procurement Agency - The Louisiana Organ Procurement Agency (LOPA) is the only federally-designated organ procurement organization for the State of Louisiana. The agency focuses on educating the medical community and the general public about organ and tissue donation issues, working with families through the donation process, recovering donated organs and tissue, and placing the organs and tissue for transplant.