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***Donate Life Virginia Calls on Virginians to “Say YES” in April***

*Statewide campaign features memories made possible through organ & tissue donation*

RICHMOND, Va. - Nearly 60 percent of all Virginia adults have registered as an organ and tissue donor. During National Donate Life Month, Donate Life Virginia (DLVA) is calling on the 40 percent still on the fence to #SayYES.

Throughout April, Virginians who register in-person at any of the Department of Motor Vehicles location will receive a sticker that reads “I said YES.”

“While support of organ donation is nearly universal, too few people actually register,” said DLVA Administrator Tom Reed. “If you’ve considered sharing the gift of life after you’re gone, April is a great time to act.”

In recognition of Donate Life Month, DLVA is launching a multi-media campaign to illustrate how the decision to say “yes” has impacted the lives of many residents across the Commonwealth. Featuring organ and tissue recipients of all ages and backgrounds, the campaign celebrates milestones and experiences made possible because of a life-saving transplant. (LINK HERE TO VIDEO)

NASCAR driver Joey Gase is lending his support to the DLVA campaign. Gase has been a passionate advocate for organ, tissue and eye donation since his mother became a donor in 2011. DLVA is sponsoring Gase in the ToyotaCare 250 NASCAR XFINITY Series race on Saturday, April 23, 2016.

Gase and his #52 Camaro will make an appearance at the Virginia Department of Motor Vehicles headquarters on Broad Street in Richmond on April 21 from 11:30 a.m. to 1:30 p.m. in support of the #SayYES campaign. The event will include attractions and refreshments. It is free and open to the public.

“My mother passed away suddenly in 2011,” Gase said. When the doctors asked whether she would want to be an organ donor, we confirmed that she was and later discovered that 66 people were helped as a result. My mother was an amazing person. It is hard to describe how incredible it feels to know she lives on through so many.”

More than 8,000 people die every year waiting for a life-saving transplant. More than 3,200 Virginians are among the 124,000 US residents currently waiting for a transplant.

“Spring is a time of rebirth,” Reed said. “This April, we want to show how, by simply choosing to Say Yes, miracles can occur.”

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