



# Press Kit

Quick Guide  
2024-2025

Media Contact:

Brooke Kuwitzky, Public Relations Coordinator

[bprice@lifeshareok.org](mailto:bprice@lifeshareok.org)

# Our Identity

## About LifeShare Network

At LifeShare Network, Inc, we believe in saving lives and inspiring hope. As a leading non-profit organization, our team fosters a strong commitment to serving donor heroes and their families. We ensure lifesaving gifts reach those in greatest need by collaborating with 145 hospitals and 3 transplant centers across Oklahoma.

We are at the forefront of transplant research, innovation and education, made possible by our three subsidiaries: LifeShare Innovations, LifeShare of Oklahoma, and LifeShare Tissue Services, Inc, which all exist from community support of the LifeShare Foundation.



## What We Do

We maximize the gifts of donated organs and tissues.

We honor and support donors and their families.

We promote donation through advocacy and education.

We drive progress through research and innovation.

# Logo Usage

## Approved Logos



## Clear Space

At all times, there should be a clear space around the logo(s) used, equal to the height of a lowercase 'e' or 1/8 in.



## Please Do Not:



*Recolor*



*Rotate*



*Add Shadows*



*Use on  
similar colors*



*Cut off words  
on logo*



*Make  
transparent*

# Branding

## Brand Colors



## Typefaces

### Headline: **Arial Bold**

Arial Bold is used to emphasize text and headings.

### Body Copy: **Arial Regular**

Arial Regular is used in primary content blocks in press releases, email, letters and memos.

### Body Copy: **Arial Narrow or *Italicized***

Arial Narrow, or any additional font in the Arial family, may be used as a visual component.

## Approved Media

All sharable images and media can be found on our website: [www.LifeShareOK.org](http://www.LifeShareOK.org). Please reach out to PR Coordinator, Brooke Kuwitzky, for additional assets.

# Talking Points

## Overview

Language plays an important role in the misconceptions and fears about organ and tissue donation. Avoiding terminology that causes concern among families and the general public may not only help further their understanding, but also improves acceptance of the donation process.

### Appropriate Terms:

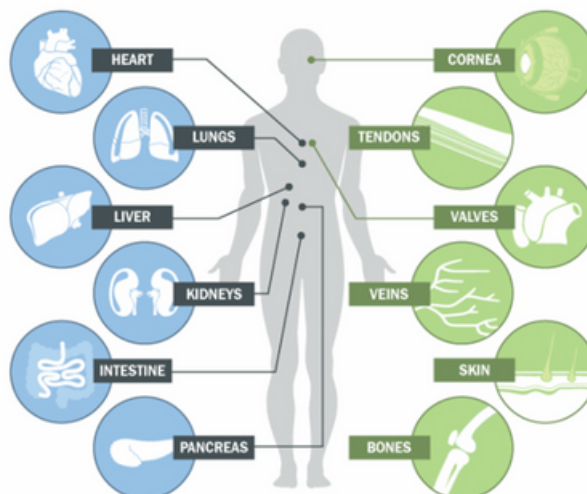
Recover Organs  
Recovery of Organs  
Donation after Circulatory Death  
Mechanical or Ventilator Support  
Donated Organs and Tissue  
Deceased donation  
Deceased donor

### Inappropriate Terms:

Harvest Organs  
Harvesting of Organs  
Non-heart beating donation  
Life Support  
Body Parts  
Cadaveric Donation  
Cadaver (in donation context)

## Types of Donation

### LIFESAVING & HEALING ORGANS & TISSUES




# Talking Points

## General Key Topics

- We need people to step up and be heroes, not just in communities but in life.
- Give others a second chance at life.
- Organ donation is a chance for us to save lives even after we are gone - it's a powerful way to leave a legacy.
- Organ donation is highly regulated and is a process that can be trusted.
- There are misconceptions out there – they are not true. Doctors and teams work tirelessly to make sure every donation counts and they respect our wishes.
- Everyone has the power to save up to 8 lives by becoming an organ donor.
- Register today and share your decision with your family.

## Donor Statistics

- Oklahomans can help save lives by registering their decision to donate at [LifeShareOK.org](https://LifeShareOK.org), Oklahoma's organ, eye and tissue donor registry, or when obtaining a new driver's license.
  - LifeShare encourages everyone to share their donation decision with family and friends.
  - Anyone, regardless of age or health, can register to donate.
- 

# Talking Points

## Donor Registration

- More than **750** Oklahomans and **100,000+** people across the country are waiting on a lifesaving transplant.
- **60%** of the national transplant waiting list are from multicultural communities.
  - Although organs are not matching according to race/ethnicity, and people of different races frequently match one another, all individuals waiting for a transplant will have a better chance of receiving one if there are large numbers of donors from their racial/ethnic background.
  - This is because compatible blood types and tissue markers –critical qualities for donor/recipient matching – are more likely to be found among members of the same ethnicity. A greater diversity of donors may potentially increase access to transplantation for everyone.
- On average, **17** people die every day due to lack of organs for transplant.
- One donor has the ability to save up to **8** lives through organ donation, and enhance up to **75** through tissue donation.
- Organs and tissue that can save others include:
  - **8** organs: heart, two lungs, two kidneys, liver, small intestine and pancreas.
  - **75+** tissue: bones, skin, tendons, ligaments, heart valves and corneas.

# Talking Points

## Top 5 Facts

### **Does registering as a donor change my patient care?**

No, your life always comes first. Doctors work hard to save every patient's life, but sometimes there is a complete and irreversible loss of brain function. The patient is declared clinically and legally dead. Only then is donation an option.

### **Does donation affect funeral plans?**

Funeral arrangements of your choice are possible, including a viewing. Through the entire donation process the body is treated with care and respect. Following donation, funeral arrangements can continue as planned.

### **Does my religion support organ, eye and tissue donation?**


All major religions support donation as a final act of compassion and generosity.

### **Does my social and/or financial status play any part in whether or not I will receive an organ if I ever need one?**

No. A national system matches available organs from the donor with people on the waiting list based on blood type, body size, how sick they are, donor distance, tissue type and time on the list. Race, gender, income, celebrity and social status, sexual orientation, gender identity or expression does NOT prevent someone from registering as an organ donor.

### **Why register to be a donor?**

One donor can save up to 8 lives, restore sight to 2 people through cornea donation, and heal more than 75 lives through tissue donation.





# Media Contacts

For press inquiries, please reach out to one of our main points of contact below:

## **Brooke Kuwitzky**

Public Relations Coordinator

[bprice@lifeshareok.org](mailto:bprice@lifeshareok.org)

405-840-5551 Ext. 242

## **Heather Dean**

Director of Communication & Development

[hdean@lifeshareok.org](mailto:hdean@lifeshareok.org)

405-840-5551 Ext. 126

Visit our website at [www.LifeShareOklahoma.org](http://www.LifeShareOklahoma.org).

**Connect with us on our socials:**

