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MASCOT CELEBRITIES UNITE ON LIFESAVING MISSION TO REGISTER ORGAN & TISSUE DONORS

5 mascots. 1 mission. Save lives.

Chicago, Ill. – Donorsaur, Heartman, Dottie The Dot, Honey Bee and Morgan D' Organ. These are no ordinary mascots. This is no ordinary mission.

April 1 marks the start of National Donate Life month, a time when organ/tissue donation advocates and supporters nationwide celebrate the lifesaving gifts that are shared by thousands of donors each year. The reality of the matter is that registering to be a donor is a very simple, quick process but spreading the word about donation is far more difficult. This year is set to be different as donation mascots across the country are uniting to take action in support of National Donate Life Month.

The mascots were hand selected as the "A Team," the cream of the crop for donation mascots. The mission assigned to the mascots is simple – register organ donors. On March 1, 2010, the donor mascots will be heading to Organ Donor Specialist Mascot Training Center (O.D.S.M.T.C.) in Chicago to undergo intense training and polish up on their donor registration skills. With more than 105,000 people nationwide waiting for lifesaving transplants these mascots know that it's time to take action.

"We need to be focused on the course ahead, it's going to be a long journey but with the right instructors I'm sure we will be prepared for April," scribbled Morgan D' Organ. "Plus, I'm flat out sick of being called 'pork chop' and not knowing what to do when a little kid kicks me in the knees at events."

To spearhead the mascots' training, Donate Life America has hired world-renowned donor mascot training specialist Mike Flaid, who was even featured last year in *Smile n' Wave Digest (The official mascot trade publication, published...actually this was the first and last edition)*. Mike Flaid, CEO of the O.D.S.M.T.C. is a two month veteran in the field of donor mascot training and comes highly recommended for his unique training style. He is the Bela Karolyi of mascot training.

"I plan to teach these measly mascots a thing or two about maximizing organ and tissue donor registration efforts," said Flaid. "I'm going to break them down in order to build them up. I'm going to push these furry gentle giants to their limit and show them my surefire, albeit, never before tested, method of increasing donor registrations."

Though the general consensus amongst the mascots is being deemed as "pleasant concern," the goal of registering thousands of donors during April remains the primary focus.

"I know it's going to beeee tough but I don't mind dirtying up my wings if it's going to prepare me and the rest of the mascots to beeee the best we can beeee in April," buzzed Honey Bee.

Supporters and advocates of organ and tissue donation or those still learning about the issue can easily participate in the mascots' mission and help spread the word. To learn more and join in the efforts, visit the Mascots On A Mission campaign site at www.MascotMission.com

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