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Midwest Transplant Network Launches Green Ribbon Campaign for Organ Donation Awareness

WESTWOOD, KAN. (March 26, 2018) — Green is the color of hope and life in Kansas City this month. The green ribbon, symbolizing the act of giving hope and sharing life through organ, eye and tissue donation, is at the heart of a new regional public awareness campaign.

In honor of National Donate Life Month (April), Midwest Transplant Network is launching the Green Ribbon Campaign to increase the number of registered organ and tissue donors in Kansas and Missouri. The efforts mark the beginning of a comprehensive, multiyear campaign from Midwest Transplant Network, the organ procurement organization that serves Kansas and western Missouri.

Medical advancements have enabled the field of transplantation to grow rapidly, but the demand for organ donation still exceeds the number of registered organ donors. National surveys indicate 95 percent of Americans are in favor of being an organ donor, yet only 54 percent of adults in the U.S. are registered. Although local registration rates are higher—72 percent of adults in Kansas and 75 percent of adults in Missouri are registered—there is a critical need for more registered organ donors.

“Right now, nearly 2,500 people in Kansas and Missouri are waiting for lifesaving and lifegiving organ transplants,” said Jan Finn, RN, MSN, president and chief executive officer of Midwest Transplant Network. “Our hope is that when people see the green ribbon in their local communities, they will immediately associate it with the selfless act of becoming a registered organ donor.”

The campaign includes multimedia awareness, community outreach and partner organization support. Union Station, the Kansas City Power & Light Building, City Hall and other downtown buildings will soon be lit green to commemorate the generosity of organ donation. The goal is to inspire people to take one simple but all-important action: register as an organ donor.

The registration process is quick and easy—individuals can sign up online at ShareLifeMidwest.com or at the DMV when obtaining or renewing a driver’s license or ID card. Everyone can be a registered organ donor regardless of age or medical history.

The public is encouraged to take part in two special awareness events:

- [Donate Life Legacy Walk](#) on April 7 at Berkley Riverfront Park in Kansas City – participate in a community 5K event to honor donor heroes and celebrate life.

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- [Green Ribbon Day](#) on April 13 – wear green to support the importance of organ donation (also known as National Donate Life Blue & Green Day) and encourage family and friends to join the [Organ and Tissue Donor Registry](#).

More information about the Green Ribbon Campaign and how to get involved is available online at mwtn.org/green-ribbon.

About Midwest Transplant Network

Midwest Transplant Network (MTN) has been connecting lives through organ donation since 1973. As the federally designated not-for-profit organ procurement organization (OPO) for Kansas and the western two-thirds of Missouri, MTN provides services, which include organ procurement and surgical tissue and eye recovery, laboratory testing and 24-hour rapid response for referrals from hospital partners. Midwest Transplant Network ranks in the top quartile nationally among OPOs, which reflects the organization's quality, professionalism and excellence in partnerships throughout the region. For more information, visit mwtn.org.

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