



FOR IMMEDIATE RELEASE
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COFFEE REGIONAL MEDICAL CENTER EARNS NATIONAL RECOGNITION FOR PROMOTING ORGAN, EYE, AND TISSUE DONATION

Coffee Regional Medical Center (CRMC) earned national recognition for its efforts to increase organ, eye and tissue donor registrations across the state of Georgia through the DoNation Campaign. DoNation engages workplaces of all sizes and industries to highlight the importance in the lifesaving and life-giving mission of organ and tissue donation and transplantation.

CRMC, in partnership with [LifeLink® of Georgia](#), the local organ and tissue recovery program, and [Donate Life Georgia](#), the state's organ and tissue donor registry, earned its fifth Platinum recognition for conducting organ donation education and donor registration activities between October 1, 2023, and September 30, 2024.

During the 2023-2024 campaign cycle, CRMC was one of 87 participating hospital partners within the LifeLink® service area. Through flag raisings, ceremonial honor walks, donor registration tabling events, social media, Donate Life spirit week activities, community events, media, and more, new donor registrations were added to the Donate Life Georgia state donor registry.

“We are deeply committed to raising awareness about organ donation and encouraging registration, and we are grateful for our partnership with LifeLink®. As we continue our efforts, we believe that education and awareness are crucial to expanding our state's organ and tissue registry, providing individuals with a life-changing opportunity through organ donation,” said Vicki Lewis, President & CEO of Coffee Regional Medical Center.

Nationally, over 103,000 individuals are waiting for a lifesaving transplant, and more than 3,000 of those individuals live in Georgia. Unfortunately, every day in the United States 17 people pass away because an organ was not available in time to save their lives, and every nine minutes, another person is added to the national organ transplant waiting list. This ongoing need reaffirms the growing need for more registered organ, eye, and tissue donors. Anyone, regardless of their age or health, can make their decision to become a registered organ and tissue donor when obtaining a driver's license through the Department of Driver Services, when purchasing a hunting or fishing license online through the Department of Natural Resources, or online by going to www.DonateLifeGeorgia.org. For more information about the DoNation Campaign, visit www.organdonor.gov/professionals/workplace.