



## FOR IMMEDIATE RELEASE

### **Be A Donor: Hospital Raising Awareness on the importance of Organ and Tissue Donation**

(Thunder Bay, ON – April 22, 2024) For National Organ and Tissue Donation Awareness Week (April 21-27), Thunder Bay Regional Health Sciences Centre (TBRHSC) is raising awareness about the critical need for organ and tissue donors in our community and across the province.

“As our population ages, the need for organ and tissue donations is increasing. One donor can save up to eight lives and help 75 more by donating organ and tissue,” said Dr. Rhonda Crocker Ellacott, President and CEO of TBRHSC and CEO of the Thunder Bay Regional Health Research Institute. “Donors and their families give an extraordinary gift, often at the most difficult time in their lives. Our team approaches the conversation with care and compassion, ensuring every patient and family has the information needed to make a life-saving choice. Consider discussing organ and tissue donation with your loved ones. You can make an incredible impact in the lives of another family.”

For the flag raising Dr. Crocker Ellacott was joined by local transplant recipients, family members of donors who gave the gift of life, and other members of the Hospital’s health care team.

“The collaboration between TBRHSC and Trillium Gift of Life Network is crucial in saving lives. On average, there are approximately 1,400 individuals on the waiting list for organ transplantation in Ontario,” said Kiley Perrier, Trillium Gift of Life Network’s Organ and Tissue Donation Coordinator at TBRHSC. “By registering your consent, you are making a selfless decision to help others through organ and tissue donation. Your decision can make a significant difference in saving someone’s life.”

National Organ and Tissue Donation Awareness Week provides an ideal opportunity to consider becoming an organ and tissue donor. Have the conversation with your loved ones and make a difference in the lives of others. Find out more and register at [www.beadonor.ca](http://www.beadonor.ca). It only takes two minutes to potentially save or enhance many lives.

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# MEDIA RELEASE



Thunder Bay Regional  
Health Sciences  
Centre

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***Exceptional care for every patient, every time.***

*Thunder Bay Regional Health Sciences Centre (TBRHSC), a 425-bed academic specialized acute care facility, is a national leader in Patient and Family Centred Care. As the only tertiary care provider in Northwestern Ontario, we provide comprehensive services to a population of over 250,000 residents in a region the size of France. Effectively addressing the health care needs of patients and families has earned us both Innovation Awards and Leading Practice Designations. As an academic health sciences centre, we teach the next generation of health care providers and advance medical research. Patients benefit from interprofessional teams of dedicated health care providers and access to leading-edge medical technology and clinical trials. To fulfill its teaching and research strategic goals, TBRHSC is supported by Thunder Bay Regional Health Research Institute (TBRHRI) as a not-for-profit and independent research corporation. TBRHRI is the research arm of TBRHSC and seeks to lead research to improve the health outcome of the people of Northwestern Ontario and beyond.*

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