



The **Yes, I Will Wisconsin** campaign is ready to launch! This new campaign works to save more lives by launching a Donor Registry and hosting the 2010 National Kidney Foundation U.S. Transplant Games.

In a nutshell, the Donor Registry is an online tool that allows you to authorize organ, tissue and eye donation. To register as a donor, go to www.YesIWillWisconsin.com and click on the DONATE button.

The Transplant Games are an Olympic-style competition that honors transplant recipients, living donors and donor families. Wisconsin is hosting the Games, and a statewide collaborative is working to make the week-long event a success. You can learn more about each of these initiatives via the campaign materials.

The new Wisconsin Donor Registry opens on March 29. Donate Life Wisconsin will hold press conferences in Madison and Milwaukee on March 29; and in Wausau, Green Bay, Eau Claire and LaCrosse on March 30. First Lady Jessica Doyle will be the first to join the Registry at the Madison press conference.

To support the Yes, I Will Wisconsin campaign, promotional materials are available at www.YesIWillWisconsin.com. Click on the **Promotional Items** to find merchandise you can purchase, and also free, downloadable Yes, I Will materials including:

- Yes, I Will logo w/four buttons
- Yes, I Will Donate logo
- Yes, I Will tri-fold brochure
- Posters in three sizes (8.5 x 11, 11 x 17 and 2' x 3')
- Sample newsletter articles
- Screensaver
- Talking points on the Games and the Registry
- FAQ on the Donor Registry
- Photos of Dottie Donor Dot, Wisconsin's donation mascot

While you're on the YesIWillWisconsin.com web site, click around to discover other great information. The **Important Events** link lists upcoming events that promote the Yes, I Will campaign.

Each of the four orange buttons will take you to more information about that area of the campaign:

Donate button takes you to the Donor Registry (Opens on March 29)

Volunteer button let's your register as a Games volunteer (More than 800 volunteers from across the state are needed to make the Games a success.)

Run/Walk button is for registering for the Community 5k Run/Walk for Organ, Tissue and Eye Donation (The run/walk kicks off the Games on Saturday, July 31. Bring a team and join the fun!)

Join button is to join Team Wisconsin. Transplant recipients, living donors, donor family members or people who want to support Team Wisconsin and join their team activities during the Games.)

We encourage you to use the document "Ways to spread the word about Yes I Will" to push the message out to your hospital, community, civic groups, family and friends.

Will you join us in our work to save more lives in Wisconsin? That's a big **"Yes, I Will!"**