

MAKE A PLEDGE FOR LIFE

Join **CORE** as we celebrate **Blue and Green Day** to raise awareness for the benefit of organ donation.

What is Blue and Green Day?

Each April, the Center for Organ Recovery & Education (CORE) joins Donate Life America to celebrate National Donate Life Month, an annual initiative to encourage Americans to register as organ, tissue and cornea donors and to celebrate those who have made the pledge for life.

Blue and Green Day is an extension of National Donate Life Month, providing an opportunity to bring a visual reminder to the benefits of organ donation. The public is encouraged to wear blue and green, hold events and fundraisers and partner with local restaurants, malls and community organizations to spark conversations about organ donation, its importance and how easy it is to become a donor.

When is Blue and Green Day?

Friday, April 15, 2016

How can your business get involved?



Encourage staff members to wear blue and green on Friday, April 15, 2016. It'll spark conversation among each other, family and friends—and will hopefully lead more people to register!



Arm employees with the facts. Print out the statistics we shared and place them in each employee's mailbox, put them on display in shared spaces like the kitchen or mailroom, and send them out in a reminder email.



Challenge departments to raise the most awareness. Divide the employees into Team Green and Team Blue. Treat the team that shows the most Blue and Green Day pride on April 15 to a treat like pizza or a free personal day.



Show your support on social media. Add a green or blue filter to your business' social media avatars and cover photos to wear organ donation's colors even online.



Treat your office to Blue and Green snacks (M&Ms, candies, blueberries and green grapes, et cetera). Place a note on the container explaining the significance—and encourage them to participate in Blue and Green Day!



Provide each employee with a packet of forget-me-not seeds. When they take the seeds home and plant them, they will continually be reminded of the organ donation cause as the blue and green flowers bloom.

Who is CORE?

The Center for Organ Recovery & Education (CORE) is one of 58 federally designated not-for-profit organ procurement organizations (OPOs) in the United States. CORE works closely with donor families and designated health care professionals to coordinate the surgical recovery of organs, tissue and corneas for transplantation. CORE also facilitates the computerized matching of donated organs and placement of corneas. With headquarters in Pittsburgh and an office in Charleston, West Virginia, CORE oversees a region that encompasses 155 hospitals and almost six million people throughout western Pennsylvania, West Virginia and Chemung County, NY.

Why is Blue and Green Day important?

Through awareness events like Blue and Green Day, we take small steps toward registering more donors and saving more lives.

Here are a few facts and figures that illustrate the importance of Blue and Green Day:

