



News Release

For Immediate Release

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WISCONSIN DONOR NETWORK VIDEO WINS NON PROFIT GOLD AWARD

Milwaukee, Wis –The Wisconsin Donor Network video, “The Gift of Life, Pass It On,” was a Gold winner in the “Non Profit Video/Film” category of the 2005 MarCom Creative Awards. The WDN video promotes organ and tissue donation awareness, mixing personal stories from southeastern Wisconsin residents with educational information to show the importance of organ and tissue donation.

Free copies of the The WDN video have been provided to more than 1,800 hospitals, funeral homes, libraries, schools and media organizations throughout Wisconsin.

The MarCom Creative Awards is an international competition for marketing and communication professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials. The award recognizes quality, creativity and resourcefulness in marketing communications. The judges are professionals experienced in projects similar to the pieces they are judging.

Entries come from corporate marketing and communication departments, advertising agencies, PR firms, graphic design shops, and freelancers. The competition has grown to one of the largest of its kind in the world. Winners range in size from individual communicators to media conglomerates and Fortune 500 companies.

The Wisconsin Donor Network is the federally designated organ procurement organization supporting organ donation and transplantation in eastern Wisconsin. It is located in Milwaukee and serves a population of 2.2 million people in a 10-county region, including Door, Kenosha, Manitowoc, Milwaukee, Ozaukee, Racine,

Sheboygan, Walworth, Washington, and Waukesha counties.

For more information about organ donation in eastern Wisconsin, contact the Wisconsin Donor Network at 1-800-432-5405 or www.wisdonornetwork.org.

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