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Media Contact:

Jen Bergman, 206-406-9080

Jen@vandenberghcom.com

LifeCenter Northwest's CEO To Climb Mount Rainier Equipped with Social Media Backpack

*CEO Kevin O'Connor Joins Doctors From Swedish Hospital Medical Center to Host
Chat Discussion from Mountain, Stream a Portion of Climb "Live" on the Web*

Climb Aims to Raise Awareness of Need Organ Donors

SEATTLE, Wash. – August 30, 2010 – A team of climbers including LifeCenter Northwest's CEO Kevin O'Connor and transplant doctors from Swedish are joining together to climb Mount Rainier in Washington State to raise awareness of importance of organ donation. Together with Swedish Drs. Marquis Hart, MD, Andrew Precht, MD and others, the climbing team is set to summit the iconic 14,411-foot mountain equipped with a social media backpack put together by the Swedish social media team. With the help of this team, the doctors will web stream a portion of their experience "live" at 5:00 PM (PDT) on WEDNESDAY, SEPTEMBER 1 at <http://bit.ly/cE9OGu>.

"The need for organ donors is great," says O'Connor. "Those waiting for donation face a greater task than climbing a mountain- the interminable wait for a donated organ. In fact, more than half of those on the wait list will not receive a transplant in time."

The climbing team will use a 10-pound social media backpack (including a satellite phone, laptop, web camera, and other technologies) to stream an hour-long live video segment discussing the importance of organ donation and transplantation. During the hour, the public will have an opportunity to ask the surgeons and LifeCenter Northwest's CEO questions about organ transplantations, donor lists and their summiting experience. Twitter users can ask nearly live questions through @DonateLife2day.

To help continue the discussion and to build further awareness following the climb, a special Twibbon has been created for people to use in their social networks. Similar to the organ transplant logo on a driver's license, people can download a special "Twibbon" heart to add to their profile picture on their social networks including Twitter, Facebook, Flickr, and more. The purpose of the Twibbon is for people to place the "heart" in the bottom corner of their profile picture to encourage people to become organ

donors as well as to encourage a discussion around the need for people to tell their loved ones that they are an organ donor. To download the special Twibbon, go to <http://bit.ly/cLKZwV>.

The web stream event timeline is as follows:

- **5:00-5:15** PM - “Live” feed starts with O’Connor, and Drs. Marquis Hart and Andrew Precht
- **5:15-5:30** PM – “Live” feed from Swedish where a transplant recipient, LifeCenter Northwest representative, an organ transplant doctor (on-call) and several advocacy group leaders will discuss the need for people to become donors
- **5:30-5:45** PM – “Live” feed back to the mountain where the climbers will continue the conversation about organ transplantations
- **5:45-6:00** PM - “Live” feed from Swedish to wrap and conclude the Social Media Web stream

A team at Swedish will support the climbers from a location within the hospital campus where kidney recipient/patient Wayne Johnson will discuss his experiences and add to the conversation. The Web stream can be found at <http://bit.ly/cE9OGu>. Anyone can join the discussion and ask questions online, which will be answered by doctors and organ advocates “live” during the event. Those with Twitter accounts can also contribute to the conversation by using “hashtag” [#3donate](https://twitter.com/3donate) in their post. The main Twitter handles who will be leading the conversation are: [@Swedish](https://twitter.com/Swedish), [@MelissaTizon](https://twitter.com/MelissaTizon), [@DanaMLewis](https://twitter.com/DanaMLewis), [@SeattleBlank](https://twitter.com/SeattleBlank).

LifeCenter Northwest is one of the 58 federally-designated non-profit organ procurement organizations (OPO) in the United States. By educating the community about the need and the importance for people to register their donation wishes, they hope to help the over 100,000 people waiting for a transplant. The Washington Donate Life Today Registry is a confidential database of donation wishes to be carried out at the time of death and accessed only by donation professionals. For more information, or to register your wishes, go to www.DonateLifeToday.com

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Media Disclaimer: The social backpack stream will be determined based on weather conditions, climbing situation, guide assistance, and unforeseen circumstances.