



National Minority Donor Awareness Week (NMDAW) Turns 20! The Association for Multicultural Affairs in Transplantation (AMAT) Launches Digital Toolkit

The number of U.S. multicultural organ donors has more than doubled over the past two decades, giving hope to thousands who are in need of life-saving organ, eye, and tissue donors

(Richmond, VA—August 4, 2016)—The Association for Multicultural Affairs in Transplantation (AMAT) has launched a new digital toolkit to commemorate the 20th anniversary of the National Minority Donor Awareness Week (NMDAW) observance. Launched in 1996, NMDAW was created to increase awareness of the need for more organ, eye, and tissue donors from ethnically diverse communities. In just two decades, the number of U.S. multicultural deceased donors has grown exponentially from just over 1,000 in 1996 to more than 3,000—an increase of 160% (Source: TransplantPro, United Network of Organ Sharing).

AMAT's **#NMDAW20** digital toolkit includes helpful resources for its members and community partners, including: infographics showcasing NMDAW-led donation trends in ethnically diverse communities; social media banners; Donate Life testimonials from multicultural organ & tissue donor families, and information on how to join AMAT's broad-ranging efforts to save and enhance more lives.

"Since its inception in 1991, AMAT has had the great fortune of working side by side with our industry partner, MOTTEP (National Minority Organ Tissue Transplant Program), along with Dr. Clive O Callendar, NMDAW visionary and founder," said Remonia Chapman, president of AMAT. "As NMDAW celebrates its 20th anniversary, we salute the great strides that have been made in terms of the significant increase of multicultural organ, eye, and tissue deceased donors. As the percentage of patients being added to the national transplant list continues to surpass the percentage of ethnically diverse donors, we are ever mindful that education and engagement must remain a top priority throughout the donation and transplantation community."

In addition to the launch of the digital toolkit, AMAT invites its members and industry partners to chronicle their NMDAW activities via social media portals using the hashtag: **#NMDAW20**.

"In honor of this auspicious milestone, our hope is that all Donate Life champions will showcase their NMDAW pride by creating content that can be shared virally," said Amanda Hollowell, chairperson of AMAT's technology committee. "Whether you capture your driver's licenses/IDs showing that you are a registered donor or you share a video of donation decision conversations with loved ones, we want to

showcase how far we have come in terms of organ, eye, and tissue donation advocacy within ethnically diverse communities.”

To request a copy of AMAT’s #NMDAW20 digital toolkit, please contact the Technology Committee chairperson, Amanda Hollowell: Amanda.Hollowell@lifelink.org

About the Association for Multicultural Affairs in Transplantation (AMAT)

AMAT was established in 1992 to address the increasing need for organ and tissue donors in the multicultural communities while simultaneously offering support, shared expertise and professional development opportunities for its members as they save and heal lives. AMAT is a self-sustaining, self-governed organization operating solely on voluntary contributions from individuals, corporations, and other affiliated organizations. For more information, visit: www.AMAT1.org.

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