



FOR IMMEDIATE RELEASE

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[University/College] Students Fighting Blood Cancer to Rally Against Hope—For Action

Be The Match On Campus® Chapter Launches “Don’t Hope. Act.” Campaign To Motivate Student to Help Save Lives

[CITY] — [Day], [Month] [Day], 2015 — Students at [university/college] are taking an unexpected approach to fighting blood cancer this fall, urging young adults to move past hope and into action.

The “Don’t Hope. Act.” campaign is part of a national movement hitting more than 90 college campuses across the country this fall. Members of the local [Be The Match On Campus](#) chapter are encouraging students to take action to save lives by joining the Be The Match Registry®, donating to the cause or volunteering their time.

This effort stems from a powerful fact: There is no need to hope for a cure for blood cancer—it’s already here. Every three minutes, a child or adult is diagnosed with a life-threatening blood cancer. In many cases, bone marrow from a matching donor provides a cure for leukemia, lymphoma or other life-threatening blood diseases.

“Hope is not enough,” said [insert name], president of the Be The Match On Campus chapter at [university/college]. “We have a great opportunity to bring the cure for blood cancer to more people in need. By taking action, we have the opportunity to help save someone’s life.”

College students are particularly important to helping increase awareness for Be The Match and growing the marrow registry. People who receive marrow from young adults have a greater chance of transplant success. So when younger people join the Be The Match Registry, they’re helping make the cure available to more people in need.

“Our campus chapters are standing up in an extraordinary way to spread the word that a cure exists for blood cancers and that their fellow students can save lives,” said Elizabeth Jordan Truby, Be The Match National Collegiate Programs Manager. “College students are the prime age to be marrow donors. Many are completely unaware that it’s as easy as a quick swab of the cheek to join the Be The Match Registry, and potentially be someone’s cure.”

For more information about the campaign, visit BeTheMatch.org/DontHopeAct

Cheek Week Rally Details

When: [time, date]

Where: [location]

What: Marrow registry drive, sign-making, games, prizes

About Be The Match®

For people with life-threatening blood cancers—like leukemia and lymphoma—or other diseases, a cure exists. Be The Match connects patients with their donor match for a life-saving marrow or umbilical cord blood transplant. People can contribute to the cure as a member of the Be The Match Registry®, financial contributor or volunteer. Be The Match provides patients and their families one-on-one support, education, and guidance before, during and after transplant.

Be The Match is operated by the National Marrow Donor Program® (NMDP), a nonprofit organization that matches patients with donors, educates health care professionals and conducts research so more lives can be saved. To learn more about the cure, visit BeTheMatch.org or call 1 (800) MARROW-2.

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