**Media Advisory / Photo Opportunity**

**For [day], [date]**

**HEADLINE**

**Subhead**

**WHAT:** [City] residents can take the first step to save a life by joining the Be The Match Registry® between [time] and [time] on [date] at [location] using a simple cheek swab.

[Include additional details about the drive/campaign.]

Patients are most likely to match someone of their own race or ethnicity, and doctors request donors in the 18-44 age group more than 95 percent of the time. More young people of diverse racial and ethnic heritage are needed now to help patients searching for a match.

Be The Match® relies on financial contributions to help cover the $100 cost associated with adding each new member to the registry. Those joining are asked to please give what they can. People between the ages of 45 and 60 who want to join the registry are welcome to do so online with a $100 tax-deductible payment.

|  |  |  |  |
| --- | --- | --- | --- |
| **WHEN:** [Date]  [Time] | **WHERE:** | [Location Name]  [Address]  [Phone] | **WHERE:**  [Location Name]  [Address]  [Phone] |

**PHOTO/INTERVIEW OPPORTUNITIES:**

* Representatives from [donor center] or [community engagement representative information] can talk about the need for more people to get involved by joining the Be The Match Registry, making financial contributions and volunteering
* [Include information about any community leaders and/or celebrities that may be involved]
* Community residents swabbing their cheeks to join the Be The Match Registry as potential bone marrow donors

**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](http://www.BeTheMatch.org) or call 1 (800) MARROW-2.

**MEDIA CONTACT:** [Community Engagement Representative/Local Name], Phone: [Direct Phone], Cell: [Number], E-mail: [Address]