



MEDIA ADVISORY

Contact: **Rafael Alvarez**
Bolt Pride Founder & President
alvarez1@boltpride.com

FOR IMMEDIATE RELEASE

Bolt Pride & Lifesharing *declare*
"Organ Donor Awareness Day"
Sunday, September 27, 2009

- WHO:** All fans attending the Chargers vs. Dolphins game are invited to commemorate this day by becoming registered organ donors as a sign of community love and support to help save lives.
- WHAT:** Lifesharing volunteers will be available from 9:30 am – 12:00 pm to provide organ donor information and register new donors. Also, organ recipients will be on-hand to share their life-saving stories.
- WHERE:** North-East corner of parking section P4
- WHY:** Organ donor awareness is everybody's business. People on the organ waiting list total 100,000 nationally and 1,400 locally. Also - as we celebrate Hispanic Heritage Month, it is important to recognize that minorities overall have a particularly high need for organ transplants.



Bolt Pride is the heart of the Chargers' 12th man! Founded in 1992 by four season-ticket holders, Bolt Pride has become the most celebrated Charger fan group world-wide. The words "Bolt Pride" say it all. Moreover, Bolt Pride is about a passion for the Chargers; it's about family; it's about respect, and it's about having a great time. The extended Bolt Pride family also recognizes a responsibility and opportunity to contribute to our community. In recent years, Bolt Pride has raised over \$10,000 for community causes. As a result of fund-raising efforts, a pew was dedicated in 2008 to Bolt Pride and the "Charger fans of Our Lady of Guadalupe Church" in Logan Heights. Bolt Pride is honored to partner with Lifesharing in promoting organ donor awareness. In addition to Lifesharing, Bolt Pride community partners include Athletes for Education and the American Cancer Society. On game days, Bolt Pride can be found front-row center in the Chargers' Thunder Zone behind the West end zone and throughout the stadium. This is the Bolt Pride Experience - *and it's a beautiful thing!* For more information, visit www.boltpride.com

Lifesharing is committed to the life-saving and life-enhancing efforts of transplantation. Originally established in 1984 to support the Burn Center at UCSD Medical Center, Lifesharing is a non-profit organization serving San Diego and Imperial counties. Lifesharing strives to be the leader in organ and tissue donation through education, collaboration, and the provision of quality service. To learn about programs, services & volunteer opportunities, please visit the Lifesharing web site at www.lifesharing.org or call (619) 521-1983.