***Sample Program Announcement Press Release***

Hospital/Organization is proud to join Lifeline of Ohio’s Placenta Donation program, which began in 2019. This program provides expectant mothers the opportunity to heal others through the donation of their placenta.

Quote from mom who donated placenta and her thoughts on the process.

Healing grafts made from a placenta donation are used for a wide range of procedures involving eye, oral and spine surgery, and for the treatment of difficult-to-heal wounds such as diabetic foot ulcers, venous leg ulcers, pressure ulcers and burns.

Hospital/organization is now part of a program that has grown to include 22 partnering hospitals and approximately 90 OB/GYN offices throughout Central and Southeast Ohio and Wood and Hancock counties in West Virginia.

Quote from Hospital Representative.

At its core, Lifeline of Ohio’s Placenta Donation program allows expectant mothers with scheduled C-section deliveries to donate the placenta, umbilical cord and amniotic membrane from the birth. Each donated placenta, which would typically be discarded, has the potential to create 25 healing grafts to help those in need.

“We are so excited for this new partnership opportunity,” said Erin Pidgeon, Lifeline of Ohio’s Supervisor of Placenta Donation Program. "Together with the incredible hospital and OB/GYN office staff, and generous placenta donors, we will provide healing and hope to those who need it most."

**Program Highlights**

* Any expectant mother, of any age, with a planned C-section can be a potential donor.
* Placenta donation does not change any part of the C-section delivery.
* There is no cost associated for placenta donation.
* Placenta donation is not related to cord blood donation.

To learn more about Lifeline of Ohio’s Placenta Donation program, visit [www.lifelineofohio.org/placenta](http://www.lifelineofohio.org/placenta)

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**About Hospital/organization:**

**About Lifeline of Ohio:** An independent, non-profit organization, Lifeline of Ohio promotes and coordinates the donation of human organs and tissue for transplantation. Lifeline of Ohio serves 97 hospitals and facilities in 38 counties in Ohio and two in West Virginia and is designated as an organ procurement organization through the Centers for Medicare and Medicaid Services.