

HB 09-1347 – “Donate Life” Specialty License Plate

Representative Kagan/Senator Romer

Colorado has recently re-branded the State registry for organ and tissue donation to “**Donate Life Colorado**” as part of a national branding effort. This bill authorizes the State Division of Motor Vehicles to issue a group specialty license plate bearing this message.



This license plate is one component of a comprehensive marketing, education and awareness campaign to promote the life-saving message of organ and tissue donation and Colorado’s donor registry.

Colorado has the second largest donor registry in the United States at 63%, but has the ability to improve those numbers and be the leading state in the nation. With the passage of this legislation, Colorado will be joining about two dozen other states which have already adopted organ donation specialty plate legislation.

As directed by 12-24-120 C.R.S., the Colorado Department of Revenue’s Division of Motor Vehicles collects registrations for the state donor registry. The registry is maintained and managed by Donor Alliance, the federally designated organ procurement organization for Colorado and Wyoming.

Organ donation by the numbers*:

- Today, 101,693 people in the United States are on the waiting list
- More than 1,800 Coloradans are on that list
- One donor can save eight lives through organ donation and enhance the lives of more than 100 through the donation of tissue
- On average, 18 people die every day while waiting
- Approximately 120 people are added to the list every day

Please vote “YES” on HB 09-1347

For more information about organ and tissue donation, contact Heidi Heltzel, American Transplant Foundation at 303-757-0959 or Jennifer Moe, Donor Alliance at 303-370-2709.

*Data obtained April 21, 2009, from the United Network for Organ Sharing and Donor Alliance.