

DKMS Prepares for November's National Marrow Awareness Month 2016



Launch New Social Media Campaign #SmartphoneDumbphone Targeting Millennials

New York, NY – *Just a reminder...* Every 3 minutes someone is diagnosed with blood cancer and every 10 minutes, blood cancer takes a precious life. This is why DKMS is kicking off National Marrow Awareness Month with a variety of ways to encourage you to register to save a life and by saluting all those who have swabbed to be a bone marrow donor.

“National Marrow Awareness Month highlights the collaborative spirit and the communal effort necessary to truly effect change,” said Carina Ortel, CEO of DKMS. “Alone our struggles may seem impossible, but together our greatest dreams can be realized.”

Every year, nearly 14,000 men, women and children in the United States could benefit from a bone marrow transplant. Currently, only 4 out of 10 patients will receive the transplant that could save their life. Just in time for National Marrow Awareness Month, DKMS launches #SmartPhoneDumbPhone, a social movement targeting millennials and raising awareness of the need for donors. Cell phones have become an essential part of our life. The campaign will represent how phones enable us to do amazing or, more often, ridiculous things. Tagline: *You can do a lot of dumb things with your phone or you could use it to save a life!* For more information on this campaign, please visit www.dkms.org.

A highlight for this month is a FACEBOOK LIVE session with one of DKMS' donor recruiters and heroes, Jordan Segal. On Wednesday, November 16th, at Noon. Segal registered while attending college at St. John's University in New York. He was contacted shortly after and made his donation in late December of 2011. His recipient received the stem cells on Christmas morning. “The feeling of giving is an incredible thing and this is something that I would choose to do every time,” says Segal. You are invited to join in LIVE to chat with Jordan about his experience being a donor.



Finding a compatible donor is the largest barrier in saving the lives of those with blood cancers such as leukemia and lymphoma. It is always a challenge given that certain tissue traits of the donor and the recipient must match. Bone marrow donor drives are an important step towards recruiting bone marrow donors from all races and ethnicities to help diversify the donor pool, so that all patients have a fair chance at finding their life-saving donor match. DKMS, in conjunction with its partners,

have a number of drives nationwide. For more information on individual drives in your area, please visit www.dkms.org/drives.

When Anthony Danner registered with DKMS in May of 2014, he wasn't sure if anything would come of it, but he was compelled by the same reason that led him to become a firefighter: if you can help someone, you should.

Luckily for his recipient, Anthony remained true to his guiding motto when he was called as a potential match 3 months after registering and agreed to move forward. He also took the opportunity to learn more about the journey he was embarking on and was surprised to discover the level of difficulty faced by patients in need of a match, which led to his becoming a staunch advocate for the registry. Anthony believes that, though it may be difficult to think of the needs of a cancer patient in the abstract, it's easy to understand that we all may need help at some point.

"As a firefighter, I see this every day. It is my job to show up on the worst day of your life. It is my responsibility to make this day a little less unbearable," says Danner. "That is why I chose to be a firefighter, and that is why I choose to be a bone marrow donor."



Meet Meera Patel, our UT DKMS Student Ambassador. Patel wants to swab 122 people between now and her 22nd birthday on Thanksgiving. She is calling this her "Mission to 122". Patel joined the DKMS student ambassador program after volunteering at a donor drive with *Love Hope Strength*, one of our partners. "Thinking about how many people are out there going about their everyday lives without knowing that they possess a magical genetic code that could save someone's life is what motivates me. Knowing that there are mothers, brothers, best friends, and role models waiting in hospital rooms all over the country to hear that they have a match is what keeps me going. I'm a Texas Longhorn, and my work with DKMS is part of how I plan on changing the world," says Patel. Help

Meera Patel meet her mission to 122! Sign up and share her story: dkms.org/register.

How else can you help? You can also support the cause by making a financial contribution to the organization and/or volunteering at a drive in your area.

For more information or to register as a bone marrow donor, please visit www.dkms.org.

About DKMS

DKMS is an international nonprofit organization dedicated to eradicating blood cancers like leukemia and other blood-related illnesses inspiring both men and women around the world to register as bone marrow and blood stem cell donors. DKMS is providing patients with a second chance at life, working closely with families from diagnosis to transplant and beyond. The donor journey begins with a swab of the cheek that takes less than 60 seconds and can be the action that leads to a lifesaving transplant. DKMS, originally founded in Germany in 1991 by Dr. Peter Harf, has organizations in Poland, Spain, the United Kingdom and the United States. The U.S. office was started in 2004 and has registered over 800,000 people. To join the fight against blood cancer or for more information, please go to dkms.org.

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