

# MEDIA ALERT

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## Madison, Wisconsin Selected for 2010 U.S. Transplant Games

**What:** The National Kidney Foundation has announced that Madison will host the 2010 U.S. Transplant Games. The announcement was made at the 2008 U.S. Transplant Games Closing Ceremonies in Pittsburgh on Tuesday night with members of the local organizing committee on hand.

**Who:** Officials from the National Kidney Foundation will be in Madison in mid-August to make the formal announcement with the organizing committee, who have been working on the bid for the last two years.

### Organizing Committee:

- Greater Madison Convention & Visitors Bureau
- National Kidney Foundation of Wisconsin
- UW Health
- Froedtert Memorial Lutheran Hospital
- Children's Hospital of Wisconsin
- Aurora St. Luke's Medical Center
- University of Wisconsin-Madison
- Donate Life Wisconsin

### Organizing Committee Co-Chairs:

- Trey Schwab, UW Health Organ Procurement Organization
- Krista Flanagan, Greater Madison Convention & Visitors Bureau

**Details:** The National Kidney Foundation U.S. Transplant Games ([www.transplantgames.org](http://www.transplantgames.org)) is a national athletic event for individuals who have received a life-sustaining organ transplant. The goals of the Games are to call attention to the success of organ transplantation and the critical need for organ donation, and to promote concepts of health, fitness and well-being among the nation's transplant population.

Approximately 7,000 visitors are expected for the 2010 Games, including more than 1,500 athletes. Components of the Games include 14 athletic competitions, a professional conference for transplant healthcare professionals, living donor activities, donor family activities and Opening and Closing Ceremonies.

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# NEWS RELEASE



“The State of Wisconsin has long been recognized as a leader in the field of organ donation and transplantation. We are very honored to be chosen to host this prestigious event and look forward to welcoming transplant recipients, donor families and living donors from across the nation to Madison in the summer of 2010,” said Krista Flanagan, GMCVB Vice President of Sales & Marketing, on behalf of the organizing committee, a unique collaboration that includes all four of Wisconsin’s transplant hospitals.

In mid-August, the organizing committee will share more event details and how the community both locally and statewide can become involved in the Games.

**Spokesperson:** Krista Flanagan, Greater Madison Convention & Visitors Bureau  
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