



Canadian Transplant Association Green Shirt Day 2023 Media Toolkit

This kit contains:

- Media contacts
- New for 2023
- Quick facts
- Organ donation terminology
- Photos and digital assets
- Background
- Videos
- Frequently asked questions

Media contacts

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Green Shirt Day partners

[Canadian Transplant Association](#) Green Shirt Day in partnership with The [Kidney Foundation of Canada](#), [IA Financial Group](#), [Canadian Blood Services](#), and [Canada's Organ and Tissue Donation Community](#), , [Learn more](#).

New for 2023

There is widespread enthusiasm to take part in Green Shirt Day. This year, we are pleased to introduce a store with apparel and accessories as well as downloadable resources to support participation from schools, businesses, teams, clubs, organizations and the public.

- [New Logo Design](#)
- [On-line Registration](#) by Province
- [Downloadable Resources](#)
- Order Green Shirt Day apparel and accessories from [the store](#)

Quick facts

- Green Shirt Day is April 7 each year. People are encouraged to wear green. The purpose of the day is to encourage people to register as organ donors and to speak with their family about their wishes.
- In a phenomenon that has come to be known as the Logan Boulet Effect, almost 150,000 Canadians registered as organ donors in the weeks following the Humboldt crash in 2018.
- The next year, Green Shirt Day 2019 inspired another hundred thousand or more to register.
- Logan's legacy reminds us how important it is for Canadians to talk with their family about their organ donation wishes. It's suggested that for every person who registers their intent to donate, they speak with an average of four others about organ donation. That means that 150,000 new registrants equals approximately 600,000 conversations.
- 90 per cent of Canadians say they support organ and tissue donation, but only about 32 per cent have actually completed their registration.
- More than 4,000 people in Canada are waiting for an organ transplant.
- Every year, on average, 250 people in Canada die because they don't get the life-saving organ they need.
- One organ donor can save up to eight lives.
- A tissue donor can improve the lives of up to 75 patients.
- Anyone can be a potential donor regardless of age, medical condition or sexual orientation. Even individuals with serious illnesses may sometimes be donors. All potential donors are evaluated on an individual, medical, case-by-case basis.
- The oldest Canadian organ donor was 92 and the oldest tissue donor was 104. Don't rule yourself out.
- It takes 2 minutes to register your decision to become an organ donor.

Terminology

Say this	Not this
Retrieve organs for donation Recover organs for donation	Harvest organs
Register as an organ donor	Sign your organ donor card (Most provinces offer on-line registration. Ontario hasn't used paper organ donor cards since 2008.)

Digital assets

Photos of the Boulet family and Green Shirt Day apparel and accessories are available in our [digital assets folder](#).

Website: www.greenshirtday.ca

Twitter: [@greenshirtday](https://twitter.com/greenshirtday)

Facebook: [@greenshirtday](https://www.facebook.com/greenshirtday)

Instagram: [@greenshirtday](https://www.instagram.com/greenshirtday)

TikTok [@greenshirtday](https://www.tiktok.com/@greenshirtday)

Hashtags: #GreenShirtDay #LoganBouletEffect

Background

Register. Tell your family. Be inspired.

The Humboldt Broncos bus crash occurred on April 6, 2018. 14 people were killed and 15 injured when a bus and semi-trailer truck collided near Armley, Saskatchewan. Logan Boulet passed away on April 7th. On April 11th Dayna Brons passed, bringing the total to 16 deaths and 13 injured, all of whom will bear physical and emotional scars for life. Most of the dead and injured were players from the Humboldt Broncos junior ice hockey team that plays in the Saskatchewan Junior Hockey League (SJHL).

Bernadine and Toby Boulet offered to donate Logan Boulet's organs and tissues so that lives could be saved. They did so because Logan had registered as an organ donor and had spoken to his parents about his wishes. Logan was inspired by one of his coaches, Ric Suggitt, who passed on June 27th, 2017 and became an organ donor.

Logan was able to donate his organs and tissues so that six lives can live on.

What happened following Logan's selfless act is nothing less than miraculous and became known across Canada as the "Logan Boulet Effect". As news spread of the organ donation by this young hockey player, almost 150,000 Canadians registered to become organ donors in the days and weeks that followed. To date this is the largest number of Canadians registering to become organ donors in Canadian history due to one event – one person.

This upswing in registrations inspired Green Shirt Day, which launched in 2019. The day honours, remembers and recognizes all the victims and families of that fatal crash. It recognizes Logan and carries on his legacy to inspire more Canadians to register as organ and tissue donors. By ensuring people know what a simple act and conversation with family can do, to create healthy lives for others, Logan brought us hope from tragedy.

On Green Shirt Day we encourage everyone to register their wish to become organ donors and to have the kitchen-table talk with your family about your wish, so they can help fulfill your wishes.

We are grateful to the Boulet's for sharing their story with such courage. We send our heartfelt sympathy to the other families who lost loved ones and continued support to the survivors. We know the anniversary can be a challenging time.

Videos

The Logan Boulet Effect Animated-Meet the Boulets

<https://youtu.be/5LhT0h-4drl>

The Logan Boulet Effect (TSN)

<https://www.youtube.com/watch?v=LR4Z6n6erJM>

Logan Boulet Effect touching friends, strangers alike (Sportsnet)

<https://www.sportsnet.ca/hockey/juniors/logan-boulet-effect-touching-friends-strangers-alike/>

Sports Illustrated-The Logan Effect

<https://www.si.com/nhl/2019/03/07/logan-boulet-effect-humboldt-broncos-bus-crash-legacy-canada-organ-donations>

Full Documentary

<https://www.youtube.com/watch?v=RRWnGxmqaEs>

Frequently asked questions

What organs and tissues can be donated in Canada?

Organs that can be donated include the heart, kidneys, liver, lungs, pancreas and small bowel. Tissues include corneas, bones, skin and heart valves.

Does my age, medical condition or sexual orientation automatically prevent me from being a donor?

No. Everyone is a potential donor regardless of age, medical condition or sexual orientation. In fact, the oldest Canadian organ donor was 92. Even individuals with serious illnesses can sometimes be donors. Your decision to register should not be based on whether you think you would be eligible or not. All potential donors are evaluated on an individual, medical, case-by-case basis.

Can my family overrule my decision to donate?

Yes. Your family is most likely to agree to organ donation if they know that it's what you wanted. That's why it's important to register and tell your family your organ donation wishes.

There are a number of reasons families override their loved ones wishes. Misinformation about organ donation, discomfort, or unwillingness to talk about death and uncertainty if it's what their loved one wanted leaves the difficult decision to families who may be unprepared to choose organ donation when the time comes.

Why should I register as an organ and tissue donor?

To save up to eight lives through organ donation and even more through tissue donation. By registering consent for organ and tissue donation, you give hope to the thousands of Canadians waiting for a transplant. Individuals on the transplant wait list are suffering and without the generous gift of life from an organ donor, they will die. Tissue donors can also enhance the lives of recovering burn victims, help restore sight, and allow people to walk again. Transplants not only save lives, but they also return recipients to productive lives.

Will doctors still work hard to save a patient who has registered to become an organ donor?

Yes. Very hard. The first and foremost concern for health care professionals caring for critically ill patients is to do everything possible to save lives. The possibility of donation is considered only when all lifesaving efforts have failed.

What is involved in the organ donation process and how long will donation take?

Once consent is given by the legal next-of-kin, medical tests are completed to determine what organs and tissues are suitable for transplant. The organs are then matched with someone on the transplant wait list and surgery takes place in an operating room at the hospital. The entire donation process, from the time the family agrees to move forward with donation, to recovery, takes about 24 to 48 hours to complete.

Who will receive my organs?

Each province's organ donation program will work with the transplant centre to match the donor to one or more individuals on the waitlist. Medical urgency, blood type, the size of the organ and the relative distance of a prospective match are among the factors involved in the organ allocation process.

Does my religion support organ and tissue donation?

Most major religions support organ and tissue donation because it can save the life of another. If your religion restricts the use of a body after death, consult your religious leader: these restrictions may not include organ and tissue donation, if the donation could save another life.

Has COVID-19 impacted organ donor registration?

Yes. Organ donor registrations numbers are estimated to have decreased by 39% in 2020 compared with the previous year. In person opportunities to register decisions and awareness raising events were significantly limited by the pandemic. Now more than ever Canadians are reminded to go online to register their decision about organ donation and be sure to have that all-important conversation about donation with family and loved ones.