



Green Shirt Day Launch - Media Kit

February 28, 2022

On February 28, 2022 the family of Logan Boulet and Green Shirt Day National Partner, the Canadian Transplant Association will launch the annual Green Shirt Day in Regina. This event recognizes the support the Province of Saskatchewan has provided to Logan Boulet and his family, the Bronco family, the community of Humboldt and significant improvements to organ donor registration and awareness in Saskatchewan since that devastating day in April 2018.

On September 3, 2020, the Saskatchewan government launched an online registry for organ and tissue donors. Located at givelifesask.ca, the registry is open to Saskatchewan residents aged 16 and older who want to make a formal declaration of their wishes to be a donor. Previously donors could only show intent through sticker on health card.

Created with \$560,000 in funding announced in 2019, the registry does not change the fact that families can go against a person's wishes. Family members can still override a person's request to be an organ or tissue donor, as they could under the previous system where people who want to be donors put a sticker on their health card.

Progress in Saskatchewan

In 2015, Saskatchewan had the lowest rate among all Canadian provinces for organ donation from deceased donors.

Since 2016-17, the organ donation rate in Saskatchewan has nearly doubled from 14 deceased organ donations per year to 25 deceased organ donations in 2020-21.

After three consecutive years of growth, Saskatchewan's organ donation rate is "now comparable to the Canadian average," a Government of Saskatchewan news release said in 2021.

For more information on organ and tissue donation in Saskatchewan, or to register as an organ and tissue donor, visit www.givelifesask.ca.

About Green Shirt Day

The Canada-wide [Green Shirt Day](#) was created to remember the victims and families of the tragic Humboldt Broncos bus crash in Saskatchewan in 2018. And, to continue Logan Boulet's legacy by inspiring Canadians to register as organ donors and to talk to their families about their wishes.

On April 7, learning that he would not recover, Bernadine and Toby Boulet offered to donate their son, Logan Boulet's organs. They did so because Logan had registered as an organ donor and had spoken to his parents about his wishes. His generous final act inspired almost 150,000 donor registrations across Canada shortly thereafter, which became known as the Logan Boulet Effect.



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Green Shirt Day is led by the Boulet Family and [Canadian Transplant Association](#), in partnership with Canada's Organ and Tissue Donation Community, including key national partners [Canadian Blood Services](#) and the [Kidney Foundation of Canada](#).

There are more than 4,100 Canadians waiting for a lifesaving transplant. Each year approximately 250 people die waiting for a lifesaving transplant. The goal of Green Shirt Day 2022 is to inspire 100,000 new registered organ and tissue donors nationally.

Show your support

- Wear green on April 7 in honour of Logan Boulet and his Bronco Family, and the Logan Boulet Effect.
- Register to become an organ donor. If you are already registered, share your decision with your family and encourage others to register as well.
- Inspire your community. Light up your porch lights, buildings, and landmarks green on Green Shirt Day. Our goal is to light up 2022 landmarks across Canada on April 7.
- Spread the word on social media. Encourage others to become organ and tissue donors by spreading awareness online using the hashtags whenever possible: #GreenShirtDay #LoganBouletEffect
- Become an Ambassador for Green Shirt Day by utilizing the Ambassador Toolkit <https://greenshirtday.ca/ambassadortoolkit/> for many best practices, templates, and links to support Green Shirt Day.
- Visit blood.ca/organs-tissues to learn more about organ and tissue donation and to find out how to register in your province.

Background

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. He donated his heart, lungs, liver, both kidneys and both corneas.



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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 of 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.

Media contacts:

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Green Shirt Day

For a media interview with the Boulet Family please contact via:
<https://greenshirtday.ca/contact-us/>

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