

# Media Advisory

## **MEDIA CONTACTS:**

### **Rhode Island Marrow Donor Program:**

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### **Bridgeport Board Of Education:**

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## **FOR IMMEDIATE RELEASE:**

Son of Bridgeport Public School Principal  
Diagnosed with Leukemia  
*Community Encouraged to Join the Be The Match Registry*

**WHAT:** On **Thursday, April 8, Barnum Elementary School** along with the Purviance family is hosting a recruitment drive to raise awareness about the need for marrow donors. Justin Purviance, 6, is the son of Barnum Elementary Assistant Principal David Purviance and music teacher Liesl Purviance at Waltersville School. He was diagnosed with leukemia last year. After receiving chemotherapy his cancer went into remission; however, in February 2010 the cancer returned and his family was told Justin's only hope for a cure would be a bone marrow transplant. **70% of patients in need of a marrow transplant will not have a match in their own family.** This is the case for Justin, so his doctors have started a search for an unrelated donor on the Be The Match Registry.

Bridgeport residents and those of neighboring towns can take the first step to save a life by joining the Be The Match Registry between **3:00 p.m. and 6:30 p.m.** on **April 8 at Barnum Elementary School.** Registration requires paperwork and a cheek swab sample. HLA typing is performed on the potential donor's swabs and their typing is listed on the Be The Match Registry. Most donations are now performed through an automated blood donation, no surgery is required.

**WHEN:** April 8, 2010  
3:00 p.m. – 6:30 p.m.

**WHERE:** Barnum Elementary School  
Site: Gymnasium  
495 Waterview Ave., Bridgeport, CT 06608  
203-275-2300

## **PHOTO/INTERVIEW**

### **OPPORTUNITIES:**

Nicole Duguay, an Account Executive from the Rhode Island Marrow Donor Program, a donor center for the Be The Match Registry, can talk about the need for more

people to get involved by joining the Be The Match Registry, making financial contributions and volunteering.

**WHY:** For thousands of patients with life-threatening diseases such as leukemia and lymphoma, a marrow transplant from an unrelated donor is their best or only hope for a cure. These patients depend on the Be The Match Registry to find a match – and a second chance at life. While 43% patients do find the life-saving match they need each year, more donors are needed to help increase the likelihood that all patients will find a life-saving match. Financial contributions and volunteers are also needed to help save lives.

**About the National Marrow Donor Program® (NMDP) and Be The Match:**

The NMDP operates the Be The Match Registry and partners with a global network of leading hospitals, blood centers, cord blood banks, laboratories and recruiters. As a leader in the field of marrow and cord blood transplantation, the NMDP facilitates transplants worldwide, conducts research to improve survival and quality of life, and provides education to health care professionals and patients. Since it began operations in 1987, the NMDP has provided more than 40,000 transplants to help give patients a second chance at life. For more information, visit [www.BeTheMatch.org](http://www.BeTheMatch.org) or call 1 (800) MARROW-2.