



FOR IMMEDIATE RELEASE

Contact: Lyssa Seward | Communications Program Manager
(425)201-6577 | lyssa.seward@lcnw.org

LifeCenter Northwest Introduces New Brand Identity, Emphasizes Relationship with Donor Families and Medical Professionals.

Bellevue, WA, July 13, 2011 -- LifeCenter Northwest, the federally-designated organ procurement organization (OPO) for Alaska, Montana, North Idaho and Washington has launched a new brand identity reflecting the organization's dedication to saving more lives through organ and tissue donation in the Northwest.

"Our new brand symbolizes our commitment to saving lives and being inextricably linked with a larger system including donor families, recipients, transplant programs, donor hospitals, and many others," said Kevin O'Connor, president and CEO for LifeCenter Northwest.

"We decided to rebrand LifeCenter Northwest to reflect our transformation to an organization that will never be content with the status quo," O'Connor said. "We understand collaboration with all other stakeholders is the only way we can succeed in our quest to help more people in need of life-saving organs and tissues."

The new identity was developed by Seattle-based design firm Studio Rayolux.

"LifeCenter Northwest was perfectly situated for rebranding. A cultural shift had already happened internally, and we were helping them recognize that fact externally—to announce this new refocusing of priorities to the world," said Thad Boss, principal of Studio Rayolux.

"LifeCenter Northwest is all about relationships and collaboration, and we're proud to be one of those relationships—and to give them the tools they need to commemorate and celebrate their new identity in the wider community."

The new logo was designed to embody the Company's values and evoke the feeling of hope and renewal that organ and tissue donation brings to the community. The LifeCenter Northwest symbol incorporates three visual allusions: a heart, which evokes love and compassion as well the literal representation of one of the body's most vital organs; a checkmark, which echoes the life-affirming decision to join the donor registry; and an infinity symbol, which relates to the continuum of life and the virtuous cycle of sacrifice and renewal.

Another key component to the new visual identity is the Company website. The site was developed to serve as a resource for all of LifeCenter Northwest's stakeholders: from the donor family searching for bereavement information at the bedside of their loved one in the hospital, and the ICU nurse looking for the latest resources on donation procedures, to the community

member researching information so they are able to make an informed decision when registering their donation decision.

“Our new look and feel inspires us to seek out new partnerships, strengthen existing ones, and move forward united in our efforts to help others in need,” said O’Connor. “It is a new day at LifeCenter Northwest, and we are very optimistic about the future.”

About LifeCenter Northwest

LifeCenter Northwest is one of 58 federally-designated non-profit organ procurement organizations in the U.S. With 8.1 million people and 200 hospitals in its service area, it has the largest geographic reach of any OPO in the United States. It is currently a top performer in the nation in organs transplanted. In 2010, LifeCenter Northwest saved the lives of 423 people. In 2011, LifeCenter Northwest has already saved the lives of 233 people through organ recovery and transplantation and recovered tissue from nearly 136 donors. For more information visit www.lcnw.org.

###