

Katie Biersach, President
414-477-0550
uwoprssa@uwosh.edu

UW Oshkosh Students are “Blooming Lives” for Organ Donation Awareness

OSHKOSH, WI - (April 28, 2017) - University of Wisconsin Oshkosh’s Public Relations Student Society of America (PRSSA) chapter distributed over 300 flowers yesterday, April 27, from 10 a.m. - 3 p.m. in Reeve Union to raise awareness for organ donation. 93 people signed up for the national organ donation registry during the event.

The PRSSA chapter is competing in the annual National Organ Donation Awareness Competition that was created and sponsored by the PRSSA Chapter at Rowan University. The competition is in honor of Rowan’s PRSSA founder who received a kidney transplant in 1992.

UW Oshkosh’s chapter has worked on its “Blooming Lives” campaign since February. Vice President of Events Carissa Brzezinski has led the coordination of this event with the support of the chapter.

“Our campaign’s event has a social media component that began a few weeks ago. The flower drive in Reeve is meant to start a conversation based on the organ donation facts tied to the flowers,” Brzezinski said. “NODAC is always hosted in the spring. There’s something about spring time and new life that serves organ donation and the life that it helps.”

In addition to handing out flowers to the campus, Brzezinski said the organization also collaborated with the university to spread organ donation awareness across the campus.

“The university grounds crew planted orange pansies in high-profile beds around campus with signs sharing this important message,” Brzezinski said. “Our chapter is so grateful that the university was willing to partner with our organization to raise awareness of organ donation.”

According to the Rowan PRSSA website, the goal of NODAC is “to promote organ and tissue donation awareness on college campuses nationwide.” PRSSA Chapters from across the nation compete in this competition. The first-place chapter receives \$400 and recognition at the 2017 PRSSA National Conference in Boston.

About the Dr. Julie Henderson PRSSA Chapter at UW Oshkosh

PRSSA is a pre-professional organization for public relations students. The award-winning UW Oshkosh PRSSA Chapter was established in 1985, and the chapter took on the namesake in 2012 to honor Dr. Julie Henderson, a former professor, for being a positive force in public relations education. Recently, the chapter won the February PRSSA Pacesetter Award for its increase in membership and proactive professional development activities.

###