



## The Kidney Foundation Launches Online Discussion Forums for Organ Donors and Recipients

*New service provides a private, unrestricted forum for organ donation peer support*

**December 6, 2012 – Montreal, Quebec** – The Kidney Foundation of Canada expanded its online presence today with the launch of two new discussion forums on organ donation, For Donors Only ([ForDonorsOnly.com](http://ForDonorsOnly.com)) and For Recipients Only ([ForRecipientsOnly.com](http://ForRecipientsOnly.com)) made possible through the collaboration of entrepreneur Lawrence I. Geller.

For people living with kidney failure, a kidney transplant often represents a gift of life, providing a significant improvement to their health and quality of life. Online discussion forums can help organ donors and recipients throughout the organ transplantation process by providing a private and unrestricted venue to exchange information on concerns and challenges experienced both before and after an organ transplant or donation.

"There is a real, expressed need to provide greater opportunities for individuals to exchange support and information relating to organ donation and transplantation. Online discussion forums help address the need, allowing people to communicate with one another, regardless of time or distance," said Paul Shay, National Executive Director of The Kidney Foundation of Canada.

[ForDonorsOnly.com](http://ForDonorsOnly.com) and [ForRecipientsOnly.com](http://ForRecipientsOnly.com) were made possible through a unique and innovative alliance with an entrepreneur and kidney transplant recipient, Mr. Lawrence Geller. "The Kidney Foundation and I share a common interest in promoting organ donation and in making sure that community needs are met, so I am very pleased to help lead the development of these discussion forums," said Mr. Geller. The Kidney Foundation of Canada and Mr. Geller will collaboratively manage both online discussion forums.

This initiative is the first phase in the development of a branded, private social network that will complement The Kidney Foundation's KIDNEY CONNECT Peer Support program ([kidney.ca/kidneyconnect](http://kidney.ca/kidneyconnect)), a help line which matches people living with kidney disease with volunteers willing to share their own experiences.

About Mr. Lawrence Ian Geller: Mr. Geller is an insurance advisor who owns and moderates online forums for insurance and financial service professionals in Canada. He is the President of Geller Insurance and founder of [SellYourPractice.ca](http://SellYourPractice.ca) and [ForAdvisorsOnly.com](http://ForAdvisorsOnly.com).

About The Kidney Foundation of Canada: The Kidney Foundation of Canada is the national volunteer organization committed to reducing the burden of kidney disease. It does so by funding stimulating and innovative research; providing education and support; promoting access to high quality health care; and increasing public awareness and commitment to advancing kidney health and organ donation.

About The Kidney Foundation's New Challenge Campaign: In 2012, The Kidney Foundation launched the public phase of a campaign to raise \$73 million to further invest in building world-class research capacity; foster early detection and prevention of kidney disease; power local and national program and policy initiatives; and build organizational capacity to even more effectively and efficiently serve the needs of people living with kidney disease. To find out more about this bold, new campaign, visit <http://www.kidney.ca/campaign>.

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For more information, please contact:  
Irene Aguzzi,  
National Director, Communications and Marketing  
Tel.: 514-369-4806, ext. 227  
Cell: 514-458-5342  
Email: [irene.aguzzi@kidney.ca](mailto:irene.aguzzi@kidney.ca)