



## 2010 NKF U.S. Transplant Games

Madison, WI July 30 - August 4, 2010

027 days 15 hrs 16 mins 39 secs

### Thousands of Athletes to Descend on Madison for the 2010 National Kidney Foundation's U.S. Transplant Games

**New York, NY** (June 2, 2010) – They haven't hit the court or track yet and already this group of athletes has performed death-defying feats. They all carry an inner trophy – a new organ that qualifies them for the dream team in the game of life. Their ultimate trial will kick off at the 2010 National Kidney Foundation's U.S. Transplant Games in Madison, Wisconsin.

The Games, to be held July 30–August 4, 2010, are an Olympic-style event for athletes who have received life-saving organ transplants of every type – kidney, liver, heart, lung, pancreas and bone marrow. Transplant athletes will compete for gold, silver and bronze medals in 12 different sports, including track and field, swimming, tennis, basketball, cycling and golf. Presented biennially by the National Kidney Foundation since 1990 and sponsored by Novartis Pharmaceuticals Corporation, the U.S. Transplant Games draw participants from all over the country who are organized into 50 state teams.

“More than 100,000 Americans are currently on the waiting list for life-saving organ transplants and 18 people die each day while waiting. The Transplant Games visually showcase the success of transplantation, demonstrating the life-saving power of organ donation,” says John Davis, CEO of the National Kidney Foundation. “We hope our spirited competition will slam home the message that every American should consider becoming an organ donor.”

Attendance at the 2010 U.S. Transplant Games is expected to reach 7,000 people, including transplant athletes, their families and friends and families of organ donors. Athlete participants range in age from two to 85.

In addition to athletic competition, the Games will feature special ceremonies honoring living organ donors and families of deceased organ donors. The Games will also offer four days of special workshops for donor families and an educational program for professionals involved in transplantation. A special Celebrate Life Night will be held at Willow Island at the Alliant Energy Center on Friday, July 30 and a Community 5K Run to promote organ donation, will be held on Saturday, July 31, 2010.

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The National Kidney Foundation is dedicated to preventing kidney and urinary tract diseases, improving the health and well-being of individuals and families affected by these diseases and increasing the availability of all organs for transplantation.

Novartis Pharmaceuticals Corporation is the title and founding sponsor of the U.S. Transplant Games. As a company committed to research, development and the marketing of therapies that improve health, ease suffering and enhance patients' quality of life, Novartis is a leader in transplantation and immunology. Since the discovery of the first transplant immunosuppressant therapy more than 25 years ago, Novartis and its predecessor company have contributed to improving treatment options for transplant patients. With five immunosuppressants now approved by the FDA, Novartis has the broadest portfolio of transplant immunosuppressants on the market today. For information visit [www.pharma.us.novartis.com](http://www.pharma.us.novartis.com).

Gold sponsors of the U.S. Transplant Games include BMS and Pfizer. Silver sponsors are Astellas and NCCC and Bronze sponsor is Genentech. Statewide sponsors include Madison CVB, UW Health, Children's of WI, Froedtert, Aurora and the National Kidney Foundation of Wisconsin. Contributing sponsors are Mayo and the Phi Sigma Sigma Foundation. Event sponsors include American Family Insurance, Trek, OptumHealth, Schuster's Farm and American Family Children's Hospital. Sponsors of the 5K event are American Family Insurance and the Madison Area Lions Club. Volunteer sponsors are CUNA Mutual Foundation, SVA and Dean's St. Mary's, and In-kind sponsors include Ancora Coffee Roasters and WPS Health Insurance.

For more information on the Games or organ donation call the National Kidney Foundation at (866) TX-GAMES beginning\_of\_the\_skype\_highlighting (866) TX-GAMES end\_of\_the\_skype\_highlighting or visit [www.transplantgames.org](http://www.transplantgames.org).