



July 14, 2011

FOR IMMEDIATE RELEASE

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**Harlem Hospital Center Partners With Preserve Our Legacy,
A Minority Umbilical Cord Blood Program To Increase Donors**

New York, NY – On July 14, 2011, Harlem Hospital Center and Preserve Our Legacy, Inc. will announce their partnership in establishing the P.O.L. Umbilical Cord Blood Program within the hospital's OB/GYN Clinic, to recruit potential minority donors and create awareness. To date, 20 units of cord blood have been collected. A bone marrow or cord blood transplant replaces diseased blood forming cells with healthy cells. Cells for a transplant can come from the marrow of a donor, or from the blood of the umbilical cord collected after a baby is born. Sometimes the unique qualities of umbilical cord blood make it a better choice of blood-forming cells for transplant. An umbilical cord blood donation saved the life of the new P.O.L. spokesperson, Seun Adediyi. Diagnosed 2 years ago with Leukemia, he's currently in remission due to the efforts of P.O.L. to increase awareness and locate a match. Minorities are at a disadvantage when it comes to finding peripheral blood stem cells, bone marrow and umbilical cord blood donor matches on the national registry. As of September 30, 2010 the national registry contains nearly 9 million potential marrow donors, of which 650,000 or 7% are Black and African American. Nearly 6.5 million or 74% are Caucasian.

Preserve Our Legacy was founded by Brett and Shana Melius after a friend's 3 year old son, Jaden Hilton lost his battle with leukemia. The Melius' have made it their life mission to increase awareness and the number of minority donors within the national registry. Shana and Brett co-wrote Jaden's Law, which was passed in the state of New Jersey, May 2010. The bill creates awareness of the need for minority bone marrow donors in New Jersey. "We're honored to launch such a historical program at one of the pioneering minority hospitals in the nation. Our program will help save millions of lives," says Shana Melius, Co-Founder of Preserve Our Legacy.

Harlem Hospital Center provides a wide range of medical, surgical, diagnostic, therapeutic, and family support services to the residents of Central Harlem, West Harlem, Washington Heights and Inwood since 1887. The hospital is a 286 bed acute care facility and a designated Level 1 Trauma Center, with a full spectrum of specialty services, including a burn unit, an adult intensive care unit, a neonatal intensive care unit, a pediatric intensive care unit, and a cardiac care unit. "Partnering with Preserve Our Legacy is a natural synergy, as there are no minority programs in city hospitals and Harlem Hospital Center is iconic around the world as the cultural health center," says Edgar Mandeville MD, Chief of Obstetrics and Gynecology.

Physicians, social workers, community based organizations and media are invited to participate in the community media announcement.

What: Harlem Hospital Center Announces It's Partnership with Preserve Our Legacy P.O.L.

When: Thursday, July 14, 2011
9:30 a.m. – 10:30 a.m.

Where: Harlem Hospital Center
Herbert G. Cave Auditorium
506 Lenox Avenue – 2nd Floor, Martin Luther King Pavilion
New York, NY 10037