

THE POWER OF TWO

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The Daily Gift - iPad Application

About “The Daily Gift”

“The Daily Gift” is an iPad application developed as part of THE POWER OF TWO, a multimedia project centered around the documentary film inspired by the story of Anabel Stenzel and Isabel Stenzel Byrnes, identical twins with the fatal genetic disease cystic fibrosis who received miraculous, life-saving double lung transplants. THE POWER OF TWO aims to use powerful storytelling to increase the number of registered organ donors worldwide.

Alongside production of the film, the THE POWER OF TWO crew recorded VideoGrams -- short testimonials reflecting on the power of organ donation and the miracle of breath -- including over 100 stories from the transplant community at the 2010 National Kidney Foundation (NKF) U.S. Transplant Games. Throughout National Donate Life Month in April 2011, “The Daily Gift” will feature 30 VideoGrams, one premiering each day. “The Daily Gift” will also provide interactive information about organ donation and transplantation, and empower users to register as organ donors.

The first iPad application focused on sharing organ donation and transplantation stories and inspiring people to become organ donors, “The Daily Gift” will premiere on April 1 and be available to download for free from Apple's App Store accessible through iTunes.

About the Stories

- “The Daily Gift” features stories from 16 different organ transplant recipients. As several of them were transplanted with more than one organ, 22 total organs were received among the group, including 5 kidneys, 4 hearts, 3 sets of lungs, 3 livers, 1 pancreas, and 6 other organs.
- The families of organ recipients are greatly impacted by their loved one’s second chance at life. In “The Daily Gift,” 11 family members share such stories.
- Eight separate donor families, made up of 11 total family members, share their experience with organ donation in “The Daily Gift.”
- Six living donors speak about their gift of life to another person. Three are living liver donations and four are living kidney donations -- one man donated both!
- In four separate videos, five medical professionals speak of their experiences volunteering or working in fields related to organ transplantation.
- The Daily Gift features stories from 22 states across the nation. Represented are Arizona, California, Connecticut, Delaware, Florida, Georgia, Iowa, Illinois, Indiana, Kansas, Kentucky, Maryland, Michigan, Minnesota, Missouri, New Jersey, New York, Ohio, Oregon, Pennsylvania, South Carolina, and Wisconsin.

VideoGrams Sponsors

“The Daily Gift” would not be possible without the generous support of THE POWER OF TWO’s VideoGrams sponsors at the 2010 NKF U.S. Transplant Games:



LifeStars jewelry is a symbol of gratitude and awareness for the precious gift of organ or tissue donation. Marcie Waldron is a transplant recipient who received the gift of life in 1997. Inspired by her donor’s family, she designed sterling silver LifeStars jewelry as a tribute gift to donors and their families. The LifeStars' central spiral depicts the continuity of life. It travels a new path and creates a new shape — a star — representing new life.

<http://www.lifestar.info/>



The International Transplant Nurses Society is committed to the promotion of excellence in clinical transplant nursing through the provision of educational and professional growth opportunities, interdisciplinary networking, collaborative activities, and nursing research.

<http://www.itns.org/>



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About *THE POWER OF TWO*

THE POWER OF TWO is a multimedia project that uses powerful, personal storytelling to engage communities in critical discussions and inspire action around organ donation and transplantation, and awareness of cystic fibrosis (CF) and other chronic illnesses. The project is centered around the feature documentary of the same name directed and produced by Academy Award nominated producer Marc Smolowitz, which offers an intimate portrayal of the bond between half-Japanese twin sisters Anabel Stenzel and Isabel Stenzel Byrnes, their lifelong battle with the fatal genetic disease CF, survival through miraculous double lung transplants, and improbable emergence as authors, athletes and global advocates for organ donation.

Since receiving their transplants, the Stenzel twins have dedicated themselves to spreading the message of organ donation worldwide. Recent statistics show that 110,000 Americans currently need life saving organ transplants and an average of 18 men, women and children die daily waiting for an organ. While the number of organ donors in the U.S. is increasing overall, only 37% of Americans 18 and over are registered donors, and the opt-in rate for organ donation in the 18-25 age group has markedly decreased since 2004. There are many public misconceptions about organ donation, and THE POWER OF TWO is a valuable conversation starter for a topic that is often not discussed and widely misunderstood.

To support this global call to action, ***THE POWER OF TWO Outreach and Engagement Campaign*** will leverage the film and related activities to increase the number of organ donors worldwide, in collaboration with community-minded companies, brands, non-profit organizations, educational institutions, foundations and community leaders. Key initiatives of the campaign include “The Daily Gift,” an innovative iPad application, screenings and events for the film around the U.S. and abroad, a robust interactive online community in collaboration with Change.org, and the development of up-to-date resource materials for general and targeted audiences.

THE POWER OF TWO is a production of Twin Triumph Productions, LLC.

For more information about THE POWER OF TWO or to join the project’s social networks, go to:

<http://www.thepoweroftwomovie.com/>

<http://www.facebook.com/ThePowerOfTwo>

<http://twitter.com/PowerOfTwoMovie>