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Gift of Life Marrow Registry to Attempt GUINNESS WORLD RECORDS™ Title for Largest Cotton Swab on World Marrow Donor Day

New York, NY- (September 15, 2016) - [Gift of Life Marrow Registry](#), an international bone marrow registry, will celebrate World Marrow Donor Day (WMDD) on Saturday, September 17, 2016 by attempting to set the **Guinness World Records** title for *largest cotton swab*. In addition, the organization's Campus Ambassadors will run bone marrow recruitment drives at their respective colleges and universities worldwide.

The official attempt to set the **Guinness World Records** title will take place on September 17 in Columbus Circle in New York City at 10:30 a.m. Among those attending are Gift of Life CEO and Founder Jay Feinberg, marrow donors and volunteers. The cotton swab was chosen to represent the implement used to rub the inside lining of the inner cheek which gathers cells of potential volunteer donors.

[Gift of Life's Campus Ambassador Program](#) (CAP), which includes more than 100 college students, from Dartmouth to Hebrew University in Israel, aims to register thousands of students via a simple cheek swab during this global bone marrow drive. Through WMDD, [Gift of Life](#) not only hopes to add names to the marrow registry, but will also work to educate the public on the need to increase the ethnic background of donors in the registry.

"The best chance of finding a genetic match lies with those of similar race and ethnicity," said Feinberg, a 21-year leukemia survivor. "On World Marrow Donor Day and year-round, we strive to increase the diversity of the Gift of Life registry so that more patients are able to find matching donors."

[Gift of Life](#) is a member of the World Marrow Donor Association (WMDA), a global association of blood stem cell, marrow and/or cord blood registries. WMDA is the originator of WMDD. Following last year's successful inaugural celebration of the day, WMDA decided to continue thanking donors and highlighting the global cooperation in blood stem cell transplantation worldwide on the 3rd Saturday of September annually.

About Gift of Life

Gift of Life Marrow Registry is a 501(c)(3) non-profit organization dedicated to saving lives and facilitating bone marrow and blood stem cell transplants for patients with

leukemia, lymphoma and other blood-related diseases. For more information on Gift of Life, visit www.giftoflife.org.