

For Immediate Release...

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The Islamic Republic of Pakistan
Asks for Help from a NY-based Orthodox Jewish Organization

The Ministry of Health of the Islamic Republic of Pakistan requested assistance from the NY-based Halachic Organ Donor Society to help it to encourage Pakistani citizens to donate organs. After a thorough search, the Pakistani Ministry found a HOD Society produced 7 minute video that uses 3D animation to clearly explain brain death. [Brain death is when a person becomes a potential organ donor.] Professor Mirza Naqi Zafar, General Secretary of the Pakistan Transplantation Society, is in charge of public education and recently began an organ donor awareness program. “We saw the medical video on brain death from the Halachic Organ Donor Society and it was honestly the best one out there. We asked HODS if they would let us translate the video into Urdu, our native language, and allow us to show it on Pakistani national television. HODS graciously agreed.”

“This is the first time in history that an Orthodox Jewish organization is officially working together with an Islamic regime for the purposes of saving lives,” said Robby Berman, founder and director of the HOD Society. “We spent more than \$40,000 producing the medical video in order to educate the public. We started to license the movie into order to recoup our investment and as a way of generating alternative revenue streams in this difficult fundraising environment. But the video quickly became so popular, we were inundated by requests to view it by people and institutions who couldn’t afford it. So we eventually made it available to the public for free. I did not see how we could - in good faith - hold people back from watching the video just so we could raise sorely-needed funds. We became a victim of our own success.”

The video that appeared on Pakistani Television showed the HODS logo and the words “Halachic Organ Donor Society.” Since Dr. Naqi is not allowed to travel to Israel (where Mr. Berman lives) and Mr. Berman is not allowed to travel to Pakistan, **both will be meeting for the first time this June in the NY office of the HOD Society.** The video with Urdu translation can be found at <http://www.tx-society-pk.org/brain%20death.htm> [Please note that your browser might list this URL as a virus threat simply because it is located in Pakistan but it is not a threat - just click “ignore.”]

The Halachic Organ Donor (HOD) Society is a non-profit organization (with offices in New York City and Jerusalem) whose mission is to save lives by encouraging organ donation from Jews to the general public throughout the world. The HOD Society, founded in 2002, has saved more than 200 lives by facilitating transplants that were not going to happen. For more information on the HOD Society, please call 212-213-5087, or e-mail admin@hods.org, or visit www.hods.org.

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