



NEWS RELEASE

For Immediate Release:
February 27, 2013
New Providence, N.J.

For Information:
Lernard Freeman, PR Manager
NJ Sharing Network: 908-516-5690

Marketing Executive Marla Bace of Berkeley Heights Named Vice-Chair of NJ Sharing Network Foundation Board

Marla Bace, strategic marketing executive, brings skills dedicated to building the brand of the NJ Sharing Network Foundation Board

NEW PROVIDENCE, NJ – February 27, 2013 – Marla Bace, a senior-level business executive from Berkeley Heights, NJ, was named Vice-Chair of the Board of the NJ Sharing Network Foundation. The Foundation is the philanthropic arm of NJ Sharing Network, the non-profit organization responsible for the recovery of organs and tissue for nearly 5,000 New Jerseyans awaiting life-saving transplants.

Bace is General Manager at industry leading \$50M concierge service provider, Circles, a division of Sodexo, the 20th largest company worldwide with 18BN Euro in revenues.

“I look forward to assisting the board to achieve its goals and strive to drive philanthropy which has a direct correlation to NJ Sharing Network’s ability to save lives,” said Bace, who has been a member of the Foundation board since 2010.

In her leadership role as Vice-Chair of the Board, Bace said she plans to focus her efforts on the marketing committee and executive/audit committee to drive philanthropy and education around how lives are saved through organ research, donations and dispelling myths around organ donations and transplants.

Bace praised the Foundation Board’s accomplishments, including the Annual NJ Sharing Network 5K Walk/Race and Golf and Tennis Classic as great campaigns; these fundraisers have grown the Foundation by 120% in just two years.

“These two events have been great successes,” Bace said. “I look forward to assisting Peter Rooney, who chairs the Foundation board, in building upon those successes as we take our effort to the next level, seeking out more corporate sponsorships, building a capital campaign and increasing individual contributions.”

Elisse Glennon, executive director of the NJ Sharing Network Foundation, noted Bace’s commitment and expertise in marketing, strategic planning, communications, fundraising and promotion.

“Marla’s visionary thinking and marketing experience is truly an asset to our Foundation board,” Glennon said. “Having someone of her caliber serving in a leadership position will motivate and inspire the board, and ultimately help us meet our philanthropic and educational goals.”

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To learn more about Marla Bace, visit <http://www.marlabace.com>.

To learn more about organ and tissue donation contact NJ Sharing Network at 1-800-742-7365 or visit www.NJSharingNetwork.org to register as an organ and tissue donor.

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About NJ Sharing Network

NJ Sharing Network is a non-profit, federally designated organization responsible for the recovery and placement of donated organs and tissue for New Jersey residents in need of life-saving transplants. NJ Sharing Network partners with Donate Life America, a not-for-profit national alliance that drives communities to increase their numbers of registered donors.

About The NJ Sharing Network Foundation

The NJ Sharing Network Foundation is committed to supporting the work of NJ Sharing Network and to increasing the number of lives saved through education, research, donor family support and public awareness about the life-saving benefits of organ and tissue donation and transplantation.