



NEWS RELEASE

*For Immediate Release:
April 2019
New Providence, N.J.*

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NJ SHARING NETWORK KICKS OFF #SAVENJLIVES FOR NATIONAL DONATE LIFE MONTH IN APRIL

*Restaurants across New Jersey join in to build awareness for
organ and tissue donation*

NEW PROVIDENCE, NJ – NJ Sharing Network, the non-profit, federally designated organ procurement organization responsible for the recovery of organs and tissue in the state, will relaunch its #SaveNJLives initiative throughout the month of April, National Donate Life Month, to promote organ and tissue donation awareness by highlighting the 4,000 New Jersey residents awaiting a life-saving transplant. This year, NJ Sharing Network asked the pizzerias in the top 20 New Jersey towns with the highest number of residents on the waiting list, such as Newark, Jersey City, Paterson and East Orange, to distribute 15,000 pizza boxes drawing attention to the number of people on the waiting list in that community. The custom designed boxes will also drive people to www.SaveNJLives.com, where they can learn the number of people in their town waiting for a life-saving transplant and ways they can help.

To further raise awareness and educate New Jersey residents about organ and tissue donation, NJ Sharing Network will air a 30-second film highlighting the moment a patient awaiting transplant receives the call about the gift of donation. This film will be played during previews on 70 screens in movie theaters in towns where the number of people waiting for a life-saving transplant are the highest.

New Jersey diners, bagel shops, coffee shops and over 50 of NJ Sharing Network's hospital partners will also distribute 275,000 #SaveNJLives branded coffee cup sleeves throughout April.

"This grassroots campaign personalizes the need for organ and tissue donation by showing the residents of New Jersey just how many of their neighbors are waiting for a life-saving transplant. Organ and tissue donation means life or death for anyone – your next-door-neighbor, the person you wave to every morning on your way to work or the barista who serves you a cup of coffee," said Joe Roth, President and CEO of NJ Sharing Network. "New Jersey is home to some of the best pizzerias and coffee shops in the country. Picking up a pizza or cup of coffee this April can bring us one step closer to saving even more lives."

To view a full list of the over 125 participating NJ restaurants, please visit www.SaveNJLives.com.

Celebrated in April each year, National Donate Life Month features an entire month of local, regional and national activities to help encourage Americans to register as organ and tissue donors and to celebrate those that have saved lives through the gift of donation.

Every day, approximately three people are added to the New Jersey waiting list, and last year nearly 100 people died while waiting for a transplant. One organ donor can save eight lives and one tissue donor can restore health to over 75 people. New

Jersey residents can help save lives by registering as organ and tissue donors at www.NJSharingNetwork.org, having a conversation with family and friends and joining NJ Sharing Network at its upcoming events.

About NJ Sharing Network

Dedicated to saving lives through organ and tissue donation, NJ Sharing Network is the non-profit organization responsible for the recovery and placement of donated organs and tissue for the nearly 4,000 New Jersey residents waiting for a life-saving transplant, and is also part of the national recovery system, serving the 115,000 people on the national waiting list. With headquarters in New Providence, NJ, the organization has been selected by NJBiz as one of the state's "Best Places to Work" for the second consecutive year. In 2020, the Transplant Games of America are coming to NJ with more than 12,000 people expected to attend this biennial multi-sport festival recognizing the success of donation and transplantation and honoring the generosity of donors. To learn more, get involved and register as an organ and tissue donor, visit NJSharingNetwork.org.