



NEWS RELEASE

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NJ SHARING NETWORK ANNOUNCES #SAVENJLIVES INITIATIVE TO BEGIN IN APRIL

*Over 135 restaurants confirmed to participate in statewide
organ and tissue donation initiative during National Donate Life Month*

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, today announced the rollout of #SaveNJLives, an initiative throughout the month of April – National Donate Life Month – designed to help share the message of organ and tissue donation and transplantation.

NJ Sharing Network volunteers, staff and community supporters signed up over 135 participating pizzerias, coffee shops, bagels shops, delis and diners across the state that will be utilizing and distributing custom-designed pizza boxes and coffee sleeves displaying the number of people in that local community currently waiting for a life-saving transplant. These materials are also being displayed and distributed by over 50 of the organization's hospital partners. The boxes and sleeves will drive people to www.SaveNJLives.com, where they can type in the name of their town and view the number of people in that town awaiting a

transplant. The site then offers ways people can get involved, including sharing information via social media and registering as an organ and tissue donor.

“This grassroots campaign will personalize the importance of organ and tissue donation by showing the residents of New Jersey just how many people are waiting for a life-saving transplant in their town. What we want people to know is that organ and tissue donation can affect anyone – it might be your neighbor, the person you wave to every morning on your way to work, or the barista who serves you a cup of coffee daily,” said Joe Roth, President and CEO of NJ Sharing Network. “In 2017, more New Jersey residents gave the gift of life than ever before, resulting in over 550 lives saved. Our state is home to some of the best pizzerias and coffee shops in the country and picking up a pizza or cup of coffee this April might mean we are one step closer to saving even more lives.”

To view a full list of participating restaurants, please visit www.njsharingnetwork.org/savenjlives_participants.

There are currently nearly 4,000 New Jersey residents awaiting a life-saving transplant. 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.