

## **MEDIA KIT**

# **NEW JERSEY FATHER TAKES LIFE-OR-DEATH SEARCH FOR KIDNEY DONOR TO TIMES SQUARE BILLBOARD, HOPING TO REPEAT HISTORY**

Donated 22-Story Billboard Seeks Living Donor While Raising National Awareness About America's Kidney Shortage

NEW YORK, N.Y. — [Imminent Billboard Launch Date TBD in June, 2026]

A New Jersey husband and father battling kidney failure is taking his search for a life-saving living kidney donor to one of the most visible advertising locations in the world: Times Square.

In the coming weeks, a donated 22-story digital billboard in the heart of Times Square will display Mark Whitmore's appeal for a living kidney donor while raising national awareness about the urgent shortage of transplantable kidneys in the United States.

The campaign is designed to replicate the extraordinary success of a similar Times Square kidney donor search in 2020 for Network News Producer Marc Weiner that generated national media attention, inspired additional altruistic donors, and ultimately resulted in a life-saving transplant.

Whitmore, a husband of 35 years, father of two adult children, and longtime New Jersey resident, is currently battling End Stage Renal Disease and undergoing dialysis while awaiting a kidney transplant.

"I never imagined I would be fighting for my life this way," said Whitmore. "I am a husband, a father, and someone who simply wants the chance to continue making memories with the people I love. I want to be there for future birthdays, holidays, family celebrations, and milestones that every parent hopes to share with their children. This billboard represents hope—hope that someone, somewhere, might hear my story and decide to help."

Although dialysis helps sustain life, it is not a cure. Medical experts agree that receiving a living donor kidney generally offers the best long-term outcomes and quality of life for patients living with kidney failure.

More than 90,000 Americans are currently waiting for a kidney transplant, making kidneys the most-needed organ in the United States.

The inspiration for Whitmore's campaign comes from the widely publicized story of Marc Weiner, whose Times Square kidney donor billboards generated national media coverage and ultimately led to a successful transplant in 2020. The campaign also inspired additional altruistic donations, demonstrating the extraordinary power of public awareness and community action.

"Marc's story proved that media attention can save lives," Whitmore said. "His experience showed that when people hear a genuine human story, they often respond with incredible compassion. My hope is that this campaign not only helps me find a donor but also encourages more people to learn about living kidney donation and consider helping others."

The campaign highlights several important national issues:

- The urgent shortage of available kidneys for transplant
- The life-saving benefits of living kidney donation
- The physical, emotional, and financial toll of kidney failure and dialysis
- The power of community support and public awareness
- The impact one person can have by becoming a living donor

Thanks to the National Kidney Registry's innovative Voucher Program, anyone, anywhere in the United States can help save Whitmore's life by becoming a living kidney donor—even if they are not a direct match or live thousands of miles away.

Through the National Kidney Registry’s paired-exchange system, a donor’s kidney can be given to another compatible recipient while Whitmore receives a well-matched living donor kidney from elsewhere within the network. This groundbreaking approach removes traditional geographic and compatibility barriers, making it possible for compassionate individuals nationwide to help.

Individuals interested in learning more about Whitmore’s story or exploring living kidney donation can visit [MarkNeedsAKidney.com](http://MarkNeedsAKidney.com). Potential donors do not need to be a direct match and may live anywhere in the United States.

Living kidney donation recently gained renewed national attention when actor Jesse Eisenberg publicly announced his decision to donate a kidney altruistically through the National Kidney Registry. His story highlighted how a single donor can save a life directly and, through paired-exchange programs, often help multiple patients receive life-saving transplants.

Whitmore’s story has already attracted significant regional media attention, with coverage highlighting the extraordinary support he has received from friends, neighbors, local businesses, and the broader community. Organizers hope the visibility of Times Square will dramatically expand that reach and inspire people across the country to learn more about living kidney donation.

“Somewhere out there is a person who has the power to save my life,” Whitmore said. “I don’t know who they are, but I believe they exist. This billboard is my chance to reach them—and to remind people that one act of generosity can change an entire family’s future forever.”

## **MEDIA OPPORTUNITIES**

- Times Square billboard unveiling and display
- Interviews with Mark Whitmore and family
- Interviews with transplant advocates and living donors
- Community supporters participating in awareness efforts
- High-resolution billboard renderings and campaign artwork
- B-roll and photography available upon request

## **MEDIA CONTACT**

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## **RELATED STORIES**

[Marc Weiner in USA Today: "You just need a partner": Times Square billboard unlocks network of kidney donors for NY man '](#)

[EXCLUSIVE: Jesse Eisenberg Reveals He Is Donating a Kidney to a Stranger: 'A No-Brainer'](#)

[Whitmore on Apple News and NJ.com: "He needs a kidney. His favorite pizzeria has his back. 'We're going to do this together'](#)

[Whitmore on Patch.com: 'This NJ Pizzeria Is Helping Its 50-Year Regular Find A Kidney '](#)

[Whitmore on TAPinto: "Wayne Resident Searching for Living Kidney Donor Turns to Community to Help Save His Life"](#)

## ABOUT MARK WHITMORE

Mark Whitmore is a New Jersey husband, father, and kidney disease advocate currently battling End Stage Renal Disease. Through his upcoming Times Square billboard campaign and national media outreach effort, he hopes to find a living kidney donor while raising awareness about the urgent need for living organ donation across the United States.



*Whitmore (top left) with Wife of 35 years, Son (29), and Daughter (25)*

## TIMES SQUARE BILLBOARD LOCATION

The "MiFi" (Midtown Financial) billboard is a massive, 22-story, high-definition, digital display, located in the heart of Times Square at 3 Time Square in Manhattan. Redeveloped by Branded Cities, it is situated directly adjacent to 1 Times Square (home of the New Year's Eve ball drop).

## CAMPAIGN ARTWORK

