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NEW JERSEY FATHER TAKES LIFE-OR-DEATH SEARCH FOR KIDNEY DONOR TO TIMES SQUARE BILLBOARD

Husband and Father of Two Hopes Iconic Billboard Will Help Save His Life—and Inspire Others to Consider Living Donation

NEW YORK, N.Y. — June 2026 — In the coming weeks, millions of people passing through Times Square will see an unusual message on one of the world’s most recognizable digital billboards.

It won’t advertise a product, movie, or brand.

Instead, it will tell the story of **Mark Whitmore**, a New Jersey husband, father, and kidney failure patient searching for a living kidney donor.

The 22-story digital billboard, donated in support of Whitmore’s campaign, will display his appeal for help while raising awareness about the urgent shortage of transplantable kidneys in the United States. Located adjacent to One Times Square in the heart of Manhattan, the massive display is expected to be seen by millions of visitors from around the world, giving Whitmore’s story a national stage.

Whitmore, a New Jersey resident, has been married for 35 years and is the father of two adult children. He is currently living with End Stage Renal Disease and undergoing dialysis while waiting for a life-saving kidney transplant.

“I never imagined I would be fighting for my life this way,” Whitmore said. “I’m a husband and a father who wants more time with the people I love. I want to be there for future birthdays, holidays, family celebrations, and all the moments families cherish together. This billboard represents hope—hope that somewhere, someone will see my story and decide to help.”

More than 90,000 Americans are currently waiting for a kidney transplant, making kidneys the most-needed organ in the country. For many patients, a living donor kidney offers the best opportunity for a longer, healthier life.

Whitmore’s campaign draws inspiration from a similar Times Square donor search that helped secure a transplant for network news producer Marc Weiner in 2020 after generating national media attention and inspiring widespread public support.

“My goal is not only to find a donor,” Whitmore said. “I also hope this campaign encourages people to learn about living kidney donation and understand the incredible difference one person can make.”

Thanks to the National Kidney Registry’s paired donation and voucher programs, potential donors do not need to be a direct match for Whitmore and can live anywhere in the United States. A donor’s kidney can help another compatible recipient while Whitmore receives a well-matched kidney through the registry’s nationwide network.

Whitmore's story has already attracted significant support from friends, neighbors, local businesses, and community members throughout New Jersey. Organizers hope the visibility of Times Square will bring that message to a national audience.

"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."

For more information about Whitmore's story or living kidney donation, visit

MarkNeedsAKidney.com.

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ABOUT MARK WHITMORE

Mark Whitmore is a New Jersey husband, father, and kidney disease advocate living with End Stage Renal Disease. Through a Times Square billboard campaign and national awareness effort, he hopes to find a living kidney donor while encouraging more Americans to learn about the life-saving impact of living donation.

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