

MEDIA KIT

A TIMES SQUARE BILLBOARD CHANGED TWO LIVES. A NEW JERSEY FATHER IS NOW HOPING IT CAN SAVE HIS

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

NEW YORK, N.Y., July 13, 2026 — Six years after a Times Square billboard inspired an extraordinary chain of events in an international news story that ultimately saved the life of **Television News Producer Marc Weiner**, he and **Retired NYPD Detective Michael Lollo** are joining forces to help another father in kidney failure in an effort to repeat history.

On **July 16 at 12:00 p.m.**, a 22-story digital billboard adjacent to **One Times Square** at the “**Crossroads of The World**” will feature **Mark Whitmore**, a New Jersey husband and father of two who has spent more than a year battling End Stage Renal Disease while searching for a living kidney donor, hoping one compassionate stranger will once again change the course of a family's future.

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 **Television News Producer Marc Weiner** that **generated international media attention, inspired additional altruistic donors, and ultimately resulted in a life-saving transplant.**

Whitmore, a devoted husband of 35 years, loving 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. His wife and children desperately wanted to donate, but none are medically eligible,

leaving his hope in the compassion of someone he has never met.

“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 waiting for a kidney transplant, yet an average of 12 people die every day while waiting, underscoring the urgent need for more living kidney donors.

Whitmore connected with [Kidney Solutions: A Network of Transplant Experience](#) for guidance and support from peers who had experienced kidney disease, dialysis, or transplantation. “No one should have to do this alone,” said founder Kent Bressler. “That's why we offer peer mentors and support groups.” Kidney Solutions is sharing Whitmore's story to encourage people with advanced kidney disease to find peer support, learn about transplant and living donation before they need dialysis.



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.”

“A Times Square billboard helped change the course of my life,” said Marc Weiner. “If sharing my story can help another father receive that same gift, every person who stops to read Mark’s billboard has the potential to become part of another miracle.”

“What you do on this earth matters,” said Michael Lollo. “I would one million times over donate again and absolutely recommend that others consider making the life-saving gift.”

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, even those who live outside his area, 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 GiftForMark.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"](#)

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).