

FOR IMMEDIATE RELEASE

A Times Square Billboard Changed Two Lives. A New Jersey Father Is Now Hoping It Can Save His.

NEW YORK, N.Y., July 9, 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** 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.

Whitmore has spent more than a year dependent on dialysis just to stay alive, connected to a machine for 10 hours every night. While dialysis is life-sustaining, it is not a cure, and leaves him vulnerable to serious long-term health complications.

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.

"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."

"I'm simply asking for the chance to spend more years with my wife, watch my children build their own lives, and be there for the moments every parent hopes to see," Whitmore said. "If one person sees this billboard and decides to learn about living kidney donation, it could save my life and inspire others to save lives too."

More than 90,000 Americans are waiting for a kidney transplant.

Because Whitmore is participating in the **National Kidney Registry**, a donor **does not have to be a direct match and can live anywhere in the United States**. Through voucher donation, one generous donor can help Whitmore receive a compatible kidney while saving another person's life as well.

All medical costs from testing through follow-up care related to donation are covered by Whitmore's health insurance. Through the National Kidney Registry, donors also have access to reimbursement for many donation-related expenses, including travel, lodging, lost wages, and dependent care, helping remove financial barriers to giving the gift of life.

"My hope is that this campaign becomes about more than just me," Whitmore said. "If it inspires more people to consider living donation, then countless other families could benefit too."

Anyone interested in learning more about living kidney donation or becoming a potential donor can visit GiftForMark.com.

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