



JAMES REDFORD

Our goal is to use the power of media to inspire people to think about organ donation on a deeper level. A lot of people think it's a moral obligation to be an organ donor. I don't see it that way. Knowing the process and knowing donor families as I do, I think it is an extraordinary gift. I think you have to look at it as the most generous act someone can do for someone else. It is a very special and life changing decision when people do decide to give life. The way to create more organ donors is to inspire them to embrace it. When you have this message linked to music it opens your heart.



JAMES DENTON

No one wants to think about donating your organs, but it can save a lot of lives. JRI makes people aware about how simple it is to be an organ donor. JRI appealed to me because they are a common sense charity that affects every single person. It's such a great organization, so I said any time, any place, call me.



TIM MCGRAW

Great people, great cause. Being a father really puts a lot of things in perspective. To know you've given someone the gift of life by making that decision to be an organ donor comes full circle when you think about your kids, your family and your life.



PHIL VASSAR

There are a lot of myths out there regarding transplants. JRI is an organization that has grown out of Jamie's own personal experience with organ transplants, and works hard to create awareness of what we all can do to help others. I am proud to be able to do whatever part I can to help. It is not a pleasant discussion, but it is one we all need to have. There are a lot of lives that can be saved through organ donation.