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**James Redford Institute and University of Nebraska Medical Center
"Share the Beat" Benefit
To Raise Awareness About Organ Donation**

*Star-studded line-up includes Tim McGraw, Faith Hill, Phil Vassar, Rivers Rutherford,
Alana Grace and celebrity host James Denton*

(Omaha, Neb.) -- The James Redford Institute for Transplant Awareness (JRI) and the University of Nebraska Medical Center will present "Share the Beat," a benefit to raise awareness and support for organ donation on Saturday, March 10, 2007, at the Joslyn Art Museum's Witherspoon Hall. The special evening will feature the participation of James and Robert Redford, performances by headliners Faith Hill and Tim McGraw and sets by Phil Vassar, Rivers Rutherford and Alana Grace. James Denton, who plays plumber Mike Delfino in the hit series *Desperate Housewives*, will serve as the celebrity host.

The local co-chairs for the event are Drs. Michael F. Sorrell, M.D. and Byers W. Shaw, Jr., M.D. Recognized as one of the top liver disease specialists in the country, Dr. Sorrell was honored for his accomplishments at the University of Nebraska Medical Center (UNMC) earlier this year when a new educational facility was named in his honor. The Michael F. Sorrell Center for Health Science Education is scheduled to be completed in 2008.

Dr. Shaw helped launch the liver transplant program and served as chief of transplantation at UNMC from 1985 to 1997, when he was appointed Chairman of the Department of Surgery at the UNMC College of Medicine. Under Dr. Shaw's direction, UNMC and its hospital partner, The Nebraska Medical Center, have gained recognition as one of the top solid organ transplant centers in the world.

JRI was founded by James Redford, a liver transplant recipient and the son of actor/director Robert Redford. Redford received two liver transplants at Omaha's Nebraska Medical Center in 1993. The second transplant was required because the liver did not receive an adequate blood supply during the first surgery.

"I had a life-threatening immune disorder," said Redford, who lives in California with his wife and two children. "I would not be here today if I had not received the transplants. After going through this life-changing experience, I decided to dedicate my life to educating the public about the tremendous need for organ and tissue donation."

(More)

Currently, more than 93,800 Americans are listed on the national transplant waiting list. JRI raises awareness about organ and tissue donation through film, educational outreach and its web site: www.jrifilms.org. To date, the organization has produced three films including Flow, a touching depiction of an encounter between a donor family member and a recipient that is currently being used by schools across the country to teach children about organ donation and how it can save lives.

The funds raised from the Omaha benefit will be used to support a program that enlists youth ages 12-18 to help create animated public service announcements promoting organ donation and educational outreach on the web. A portion of the proceeds will also be directed to youth education programs offered through the medical center's organ transplant program.

"It is critically important to work with young people," said Annie Aft, JRI's director. "When teens get their driver's licenses, they are faced with making a decision about organ donation, often without ever having really thought about the issue. Our goal is to help them make an informed decision."

Tickets to "Share the Beat" will be available through The Rose Theater December 18. General reserved seating will be sold for \$150 per ticket and premium reserved seating tickets cost \$200 each. Patron tickets will be sold for \$500 and feature premiere seating, complimentary valet parking and the opportunity to meet and mingle with the performers during a post-event dessert reception. Beginning December 18, tickets may be purchased at The Rose Box Office, 2001 Farnam Street, by calling (402) 345-4849 or by going on-line at www.SharetheBeat.org.

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