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**JAMES REDFORD & ROBERT REDFORD HOST EVENT TO
“SHARE THE BEAT” FOR TRANSPLANT COMMUNITY**

Event to Benefit the Georgia Transplant Foundation and the James Redford Institute for Transplant Awareness

ATLANTA, GA – July 24, 2008 –James Redford and Robert Redford are teaming up once again to “Share the Beat” on Saturday, September 13, as they host a star studded evening of live music and entertainment at Atlanta’s historic venue, The Tabernacle.

The event will kick off at 8 p.m. with special musical performances and story telling, featuring **appearances by actor/filmmaker Robert Redford, James Denton and Dana Delany of *Desperate Housewives*, award-winning singer/songwriter/performer Deana Carter, award winning singer/songwriter Rivers Rutherford, Greg Barnhill, Alexa Wilkinson, and many more, as they raise awareness and funds for the Georgia Transplant Foundation (GTF) and the James Redford Institute for Transplant Awareness (JRI).**

“This is our fifth Share the Beat and we always have an amazing time,” said Annie Aft, JRI Executive Director. “The welcome we’ve received in Atlanta has been great and it’s been a wonderful experience to work with the GTF. James and his father are always excited to share their continued joy over his miraculous transplant especially when it helps give hope to others who are waiting.”

Since JRI first launched the event in 2003, “Share the Beat” has raised awareness and funds in cities all over the United States, including: Los Angeles, Salt Lake City, Sundance, Omaha and now Atlanta.

“Our goal is to use the power of media to inspire people to think about organ donation on a deeper level,” said James Redford, Founder of JRI. “Organ donation is the most generous act someone can do for another. The way to create more organ donors is to inspire people to embrace it. When you have this message linked to music and images it opens your heart and mind to how amazing transplant can be.”

Attendees will also enjoy a live auction featuring once in a life time experience packages, catering by “Talk of the Town”, and a walk on the red carpet as they arrive for this star studded evening.

“We are thrilled to be partnering with such a great event here in Atlanta,” said David Bakelman, GTF Executive Director. “The awareness this event will bring here and throughout the country, paired with the financial support, will impact the lives of many organ transplant candidates and recipients.”

Founded in Atlanta in 1992, the Georgia Transplant Foundation is a non-profit organization providing financial, educational, and emotional support to transplant candidates, recipients, living donors, and their families throughout the state of Georgia. GTF is funded through the generosity of the Carlos and Marguerite Mason Trust, corporations and individuals. Eighty-five percent of all funds raised directly supports Georgia’s organ transplant community. For more information, please visit www.gatransplant.org.

James Redford waited six months for the donor liver that saved his life. After his surgery, he launched the James Redford Institute for Transplant Awareness, a nonprofit organization dedicated to educating the public about the need for organ and tissue donation. JRI’s goal is to raise awareness of this issue through film, educational outreach, and on the web. For more information, visit www.jrifilms.org.

Sponsorships range from \$1,000 to \$50,000 and include tickets to the event, a VIP sponsor party as well as sponsor recognition at the event. For more information and to reserve sponsorships, please contact David Bakelman at (678) 514-1171 or dbakelman@gatransplant.org or visit www.gatransplant.org or www.sharethebeat.org

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