

ARTICLE

PRESS RELEASE:

Gift of Hope Organ & Tissue Donor Network Names San Jose Public Relations as Total Market Communications Partner

* Reuters is not responsible for the content in this press release.

Thu Jan 26, 2012 3:48pm EST

CHICAGO, IL, Jan 26 (MARKET WIRE) -- Building upon its initial relationship which started in 2009, Gift of Hope Organ & Tissue Donor Network has named San Jose Public Relations (SJPR) as its total market communications agency of record for 2012. The effort will consist of strategic planning, media relations and community relations to build awareness around Gift of Hope and to inspire people to save lives as registered organ and tissue donors.

As a not-for-profit organ procurement organization, Gift of Hope is one of 58 non-profit agencies that make up the nation's organ donation system. Gift of Hope coordinates organ and tissue donation and provides donor family services and public education in Illinois and northwest Indiana.

"Gift of Hope has made great strides in the Latino market with SJPR and we are excited to increase our collaboration in the coming year," said David Bosch, communications director for Gift of Hope.

The additional responsibilities follow a successful year of media presence for Gift of Hope in the general, African American and Hispanic markets in the Chicagoland area. SJPR led media relations for several initiatives including National Minority Donor Awareness Day which seeks to raise awareness of the urgent need for donors and transplants within the multicultural community. Most recently, SJPR completed its most successful campaign to date for Gift of Hope regarding the featured rider that was selected to represent the organization on the Donate Life float in the 2012 Rose Parade(R).

"We are thrilled to continue to play such a key role in supporting Gift of Hope," said George L. San Jose, president and COO of SJPR. "Our team is passionate about organ and tissue donation. Our continued partnership will take Gift of Hope's message to a whole new level."

About San Jose Public Relations
San Jose Public Relations (SJPR) is a total market solutions public relations agency with a sub-specialty in multicultural communications. As the award-winning persuasive content division of The San Jose Group, SJPR focuses on delivering multi-platform communications solutions. The agency has worked with clients from Fortune 50s to local non-profit in a variety of categories. For more information, visit www.sjpublicrelations.com.

MEDIA CONTACT:
Julie Sestan
The San Jose Group
jsestan@sjadv.com
312-565-6446

Copyright 2012, Market Wire, All rights reserved.

-0-





George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.

Comments (0)


This discussion is now closed. We welcome comments on our articles for a limited period after their publication.


Login or register | Latest from My Wire

Follow Reuters

 Facebook  Twitter  RSS  YouTube

RECOMMENDED VIDEO

 **Scarlett's naked pics, Tyler Perry is highest paid...**

 VIDEO



Worst Wall St. week since June (2:12)



Red Bull Stratos skydiver Felix Baumgartner's...



14 Who-Knew? Uses for Your Microwave
(Real Simple)



In Pennsylvania, a shipyard is back to life due to U.S...
(ExxonMobil's Perspectives)

[?]

ADS BY MARCHEX



The Hottest Penny Stocks!
Looking For Hot Penny Stock Picks Ready To Make a Huge Move? Look No Further...
www.rocketalerts.com



Planning for Retirement?
\$500,000 portfolio? Download the guide by Forbes Columnist Ken Fisher's firm.
www.FisherInvestments.com



Financial Planning Advice
Succeed In Setting Retirement Goals With Help From A CFP® Professional
letsmakeaplan.org



Volkswagen Stories
It's not the miles, it's how you live them. Watch your VW story now!
www.whyvw.com

[Buy a Link Now](#)

MOST POPULAR


READ

- 1 [Citi's Pandit in shock resignation after board clash](#)
12:24pm EDT
- 2 [Exclusive: Study shows \\$1.2 trillion gap for public pensions](#)
15 Oct 2012
- 3 ["I take responsibility" for Benghazi: Clinton](#)
10:40am EDT
- 4 [Taliban says its attack on Pakistani schoolgirl justified](#)
8:16am EDT
- 5 [Meningitis outbreak "nowhere near the end": expert](#)
11:26am EDT

DISCUSSED

- 163 COMMENTS [Democrats frustrated by Obama's "Big Bird" campaign turn](#)
- 138 COMMENTS [Biden and Ryan in high-stakes election debate](#)
- 96 COMMENTS [Jobless claims fall to lowest in four and a half years](#)

SPONSORED LINKS

 Wells Fargo Advisors Estate Planning
Get your free estate planning toolkit from Wells Fargo Advisors.

 Find A CFP® Professional
Expert Financial Advice On Taxes As Part Of Your Whole Financial Plan.

Mortgage Rates Hit 2.50% (2.90% APR)



If you owe less than \$729k, you probably qualify for the Govt Refinance Program.

Ads by Marchex

MORE FROM REUTERS

Wall Street extends rally, S&P 500 up 1 percent

NEW YORK - Stocks extended gains, with the S&P 500 up 1 percent on Tuesday, as solid earnings from such bellwethers as Goldman Sachs and Johnson & Johnson eased recent concerns that the sluggish global economy would dent third-quarter results.

[CONTINUE READING](#)

MOST POPULAR

[Citi's Pandit in shock resignation after board clash](#)

[Exclusive: Study shows \\$1.2 trillion gap for public pensions](#)

["I take responsibility" for Benghazi: Clinton](#)

[Taliban says its attack on Pakistani schoolgirl justified](#)

[Meningitis outbreak "nowhere near the end": expert](#)

[Paul Ryan's charms fall flat in Irish homeland](#)

TOP NEWS

Social Security benefits to rise 1.7 percent next year

WASHINGTON - Social Security retirement benefits for nearly 62 million Americans will go up 1.7 percent next year, the Social Security Administration said on Tuesday, a small increase that may not cover rising premiums for the Medicare elderly health insurance program.

[EU gives Google four months to amend privacy policy](#)

[Factory output up modestly, inflation looks in check](#)

[» More Top News](#)

TOP VIDEOS



[Saft Says: EU should have gotten Nobel Prize for literature](#)

[Saft Says: Citi is poster child for tro industry](#)

[» More Top Videos](#)

MARKETS

US Indices

DOW
117.43
13,541.66
+0.87%

NASDAQ
33.63
3,097.81
+1.10%

S&P 500
14.95
1,455.08
+1.04%

TR US INDEX
1.25
131.20
+0.96%

Int'l Indices

NIKKEI
8,701.31

HANG SENG
21,207.07

[» Markets](#)

TODAY IN PICTURES



[Editor's choice](#)

Our best photos from the last 24 hours.

[View Slideshow](#)



EDITION: U.S.

[Back to top](#)

[Reuters.com](#)

[Business](#) [Markets](#) [World](#) [Politics](#) [Technology](#) [Opinion](#) [Money](#) [Pictures](#) [Videos](#) [Site Index](#)

[Legal](#)

[Bankruptcy Law](#) [California Legal](#) [New York Legal](#) [Securities Law](#)

[Support & Contact](#)

[Support](#) [Corrections](#)

[Account Information](#)

[Register](#) [Sign In](#)

[Connect with Reuters](#)

[Twitter](#) [Facebook](#) [LinkedIn](#) [RSS](#) [Podcast](#) [Newsletters](#) [Mobile](#)

[About](#)

[Privacy Policy](#) [Terms of Use](#) [AdChoices](#) [Copyright](#)

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals.

Thomsonreuters.com

THOMSON REUTERS
EIKON

Our Flagship financial information platform incorporating Reuters Insider

THOMSON REUTERS
ELEKTRON

An ultra low latency infrastructure for electronic trading and data distribution

THOMSON REUTERS
ACCELUS

A connected approach to governance, risk and compliance

WestlawNext™

Our next generation legal research platform

ONESOURCE

Our global tax workstation

[About Thomson Reuters](#)

[Investor Relations](#)

[Careers](#)

[Contact Us](#)



THOMSON REUTERS

Thomson Reuters is the world's largest international multimedia news agency, providing investing news, world news, business news, technology news, headline news, small business news, news alerts, personal finance, stock market, and mutual funds information available on Reuters.com, video, mobile, and interactive television platforms. Thomson Reuters journalists are subject to an Editorial Handbook which requires fair presentation and disclosure of relevant interests.

NYSE and AMEX quotes delayed by at least 20 minutes. Nasdaq delayed by at least 15 minutes. For a complete list of exchanges and delays, please [click here](#).