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**RISA SIMON, FOUNDER OF THE TRANSPLANTFIRST ACADEMY, RELEASES NEW BOOK  
“IN PURSUIT OF A BETTER LIFE - THE ULTIMATE GUIDE FOR FINDING LIVING KIDNEY DONORS”  
TO GIVE TRANSPLANT CANDIDATES COMMUNICATION STRATEGIES TO END THEIR WAIT.**

One hundred thousand end-stage kidney disease patients pray their name will make it to the top of the list so they can get a life-saving kidney transplant. The average wait for a deceased donor’s kidney is four and a half years. In some regions, the wait can be upwards of nine. Yet, there is a path to a more promising outcome, if they only knew how to go about it. *In Pursuit of a Better Life* was written to bridge this information gap.

**PHOENIX, Arizona (January 10, 2017)** Risa Simon, founder of the TransplantFirst Academy ([TFA](http://TFA)) is proud to announce her new book release, *In Pursuit of a Better Life – The Ultimate Guide for Finding Living Kidney Donors* that provides transplant candidates a transformative path to a better life.

Each year, 8,500 people are removed from the list due to medical disqualification or death, and only 17% of all those waiting ever receive a transplant. Our nation’s dire organ supply cannot meet the demand of its people—and it’s only getting worse when 36,000 new names are added to the list each year.

*In Pursuit of a Better Life – The Ultimate Guide for Finding Living Kidney Donors* encourages transplant candidates to proactively seek live-donor opportunities that can potentially end their wait. “The thought of having to find someone willing to donate one of their kidneys can be undeniably overwhelming. The horror only intensifies when transplant candidates aren’t provided guidance on how to go about the process,” asserts Simon.

Simon describes the book as just one of the many ways she is privileged to serve. The book was written to bridge the information gap surrounding proactive patient self-advocacy. It provides new thinking, emotionally intelligent communication tips and invaluable scripts to increase awareness in the life-saving need for living kidney donation.

Simon said, “Living kidney donation is not for everyone. It takes a very special person to lean in this direction and a very healthy person to qualify.” She went on to say, “It also takes a fully committed and well-informed transplant candidate and a dedicated patient support network to create awareness and a sense of urgency.”

Simon asserts, “Living kidney donors represent hope and the possibility of a better and longer life.” To date, more than 145,000 living kidney donors have selflessly saved an equal number of lives. Simon said, “While we remain eternally grateful, we cannot forget those left behind. I wrote this book to inspire transplant candidates to unleash their **Donor Magnet® Superpowers** —and proactively advocate for a better quality of life.”

The author’s remarkable (live-donor) transplant journey is what compels her to give-back. “I received more than a highly functioning kidney and superior quality-of-life. I’ve been blessed with immense gratitude and an unstoppable desire to empower the hopes and dreams of *all* those behind me.”

**About TransplantFirst**      <https://TransplantFirst.org>

**Book Splash Page**      <https://transplantfirst.org/finding-kidney-donors/>

**Order Books on Amazon**      <https://amzn.to/2gZpR8U>

TransplantFirst Academy is a 501c3 non-profit organization based in Phoenix, Arizona, dedicated to empowering and improving kidney patient outcomes. For more information, visit [transplantfirst.org](http://transplantfirst.org). To request an interview, contact Risa Simon at 480-575-9353 or [risa@transplantfirst.org](mailto:risa@transplantfirst.org)

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