



East River Plaza lights up orange to support Gift of Life Marrow Registry

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Manhattan, NY The East River Plaza in East Harlem lit up in orange in support of the Gift of Life Marrow Registry.

The lighting coincided with the Gift of Life's One Huge Night Gala, where more than 600 guests came together at Gotham Hall in the historic Haier Building and watched blood transplant recipients be introduced to their life-saving donors for the very first time.

The 480,000 s/f shopping center which is located off the FDR Dr. in between 116th and 119th Sts., was developed and is managed by the Blumenfeld Development Group.

The Gift of Life is a public, not-for-profit marrow and blood stem cell donor registry facilitating transplants for patients throughout the U.S. and abroad. Its mission is to find a cure for blood cancer.

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