

George Marcello

Founder / Visionary at Step By Step / Torch Of Life

gmarcello@rogers.com

Summary

STEP BY STEP MATTERS launches in Jan 2017.

George Marcello CEO www.torchoflife.com

SBS 1st Magazine include George's entire journey

from Dr. Richard Darling (CEO Fair Foundation) www.fairfoundation.org

I join with USA Congresspersons, Governors, my 26-member Board of Directors of transplant surgeons labeling George Marcello the most astounding individual promoting organ donation, in the world. In 1997, Liver Recipient George walked 12,000 miles, across, Canada carrying his "Torch of Life." In 2001, Pope John Paul 2, blessed the torch and said organ-donation was a Genuine Act of Love. He urged George to pass the torch to kids & empower them with a message to the world. 2004-2011 Kris, & his army of thousands of kids carry Torch in Canada & USA. In 2012 Palestinian students Khaled & Israeli Yael carry Torch in Toronto inspiring the world

Senator Jeanne Shaheen (D) NH

"We invite you & Linda to coffee with Senator Jeanne Shaheen"

Senator Joseph I Lieberman (I) CT

"Today's Torch participants represent Connecticut & empowers local community and beyond"

Senator Kirsten E Gillibrand (D) NY

"over 12 years Step By Step brought comfort to families in need of organ/tissue donations

Senator Susan Collins (R) Maine

"Today we recognize the great work being done by Step By Step and Student Torch Champions"

Governor M Jodi Rell (D) CT

"Whereas, I M. Jodi Rell proclaim Step By Step awareness week in Connecticut"

Governor Edward G Rendell (D) PA

"As the Torch passed across Pennsylvania, countless people became aware of organ/tissue donations"

Governor Sean Parnell (R) AK

"God speed as you carry the Torch of Life and the critical message"

Congressman Peter Welch (D) VT

"I want to celebrate your tireless efforts, your journey is inspiring"

Cambridge MA Proclamation for SOS THE AMERICAS

"we pass the resolution for George Marcello & Step By Step"

Congresswoman Carol Shea-Porter (D) NH

"Congratulations to Mr Marcello & Step By Step & inspiring people around the world"

Experience

Founder / Visionary at Step By Step / Torch Of Life Links

October 1996 - Present (20 years 3 months)

1996 -2014 Step By Step created thousands of events in cities & towns stretching across Canada, USA, Europe & the Middle East.

Millions, involved, including Media, Government & Celebrities

Step By Step improved organ polices & brought the world closer through this issue.

Step By Step Cities & Towns throughout the world

<http://www.torchoflife.com/step-by-step-cities-towns.php>

Step By Step Campaigns - 1997-2014

1997-Step By Step 1st Campaign Toronto Ottawa Walk

<http://www.torchoflife.com/step-by-step-toronto-ottawa-walk.php>

1999 Step By Step 2nd Campaign Ontario Walk

<http://www.torchoflife.com/step-by-step-ontario-walk.php>

2000-02 Step By Step 3rd Campaign Canada 769 Day Walk

<http://www.torchoflife.com/step-by-step-canada-769-day-walk.php>

2004 Step By Step 4th Campaign Kristopher's Wish

<http://www.torchoflife.com/step-by-step-kristophers-wish.php>

2005 Step By Step 5th Campaign European Tour

<http://www.torchoflife.com/step-by-step-european-tour.php>

2007-08 Step By Step 6th Campaign SOS4000

<http://www.torchoflife.com/step-by-step-sos4000.php>

2009-10 Step By Step 7th Campaign SOSTheAmericas

<http://www.torchoflife.com/step-by-step-sostheamericas.php>

2011 Step By Step 8th Campaign "Sickle Cell See No Colour"

<http://www.torchoflife.com/step-by-step-i-see-no-colour.php>

2011 Step By Step 8th Campaign Arizona 98
<http://www.torchoflife.com/step-by-step-arizona-98.php>

2011 Step By Step 8th Campaign Shaheem
<http://www.torchoflife.com/step-by-step-shaheem.php>

2011 Step By Step 8th Campaign Reg Green
<http://www.torchoflife.com/step-by-step-reg-green.php>

2011 Step By Step 8th Campaign Donor Dads
<http://www.torchoflife.com/step-by-step-reg-green.php>

2012 Step By Step 8th Campaign Register Now Ontario
<http://www.torchoflife.com/step-by-step-register-now-ontario.php>

2013 Step By Step 8th Campaign Anthony's Hero
<http://www.torchoflife.com/step-by-step-anthonys-hero.php>

2013 Step By Step 8th Campaign Kayla's Wish
<http://www.torchoflife.com/step-by-step-kaylas-wish.php>

CEO/Founder at Step By Step & The Torch Of Life Text

October 1996 - Present (20 years 3 months)

About Step by Step

Vision in Oct 1996

Started 1st step Aug 17 1997 in Toronto

led to 100 million steps, 21 years & 9 campaigns & thousands of events in cities in Canada, USA Europe
Middle East

<http://www.torchoflife.com/step-by-step-cities-towns.php>

1st Campaign Toronto Ottawa Walk 1997

"CAN'T SING OR DANCE, WHY NOT WALK

1997 after receiving liver transplant, George creates Step By Step He thanks his anonymous donor & walks
from Toronto to Ottawa with Sam Vinci. The campaign sparks attention to organ/tissue donation

2nd Campaign Ontario Walk 1999

120 MILLION DOLLAR

Step By Step recruits YMCA, Salvation Army & others George walks 2,500 KM in Ontario with Joe Camarra. The campaign inspires Premier Harris to allocate 120 million dollars & new agency called the Trillium Gift of Life Network
George & Don Cherry recognized 37th Parliamentary Throne Speech .

3rd Campaign Canada 769 Day Walk 2000-2002

POPE JOHN PAUL 2 & THE TORCH OF LIFE

SBS organizes 500 city/town tour in Canada. Jun 20 2000, the famous Torch Of Life arrives anonymously
George begins 12,000 KM 769 day walk, carrying Torch & receives national & world attention. Pope John Paul 2 invites George to Vatican, blesses Torch & proclaims organ/tissue a Genuine Act of Love. Pope encourages George to pass the Torch to children.

4th Campaign Kristopher's Wish 2004

Sarnia, 2000, 10 year old Kris Knowles inspired by George, carries Torch in Canada 2004. Kris needed a liver transplant & inspires a million kids

5th Campaign European 2005 - 2006

5 country tour to reform the system. George receives 2nd transplant

6th Campaign SOS4000 2007-2008

Canada Student Torch Relay inspires world

7th Campaign SOS The Americas 2009-2010

Canada & USA Student Torch Relay inspires world

8th Campaign Torch Of Life 2011-2014

World Famous Donor Families

9th Campaign Resurrection 2015-

SBS launches SBS MATTERS & 5 Projects

Motherhood & Pope Francis

Torch Walks in Israel/Palestine & Italy

World Student Torch Relay

Toronto Challenge

CEO Step By Step at In Memory of Nicholas, Yoni & Ahmed

January 2011 - Present (6 years)

SBS 8th Campaign;

Torch of Life

In Memory of:

NICHOLAS GREEN

7 year old Nicholas, was shot by masked men in southern Italy in an attempted robbery during Green family vacation. Nicholas' organs went to 7 Italians. "Today we learned a lesson in civility." The "Nicholas Effect" continued worldwide.

AHMED KHATIB

12-year-old son, Ahmed, was shot accidentally in 2005 by an IDF soldier . The Khatib family donated the boy's organs to 6 Israelis kids. This act inspired the world.

YONI JESSNER

19 year old Yoni was killed by suicide bomber in 2002. His kidney donated to Palestinian girl. This act inspired the world

SICKLE CELL SEES NO COLOR

FEB 2011

George walks 500 km for Sickle Cell

ARIZONA 98

MAR 2011

George brings Torch to Phoenix to help 98 people

SHAHEEM JOYA

APR 2011

Afgan Canadian student carries Torch from Ottawa to Toronto. Inspires SBS

DONOR DADS

OCT 2011

George brings famous organ donor fathers joining forces in Canada, humanitarian mission to boost organ & tissue donations

REGISTER NOW ONTARIO

Nov 2011-Jul 2012

SBS crowns new Student Torch Champ

On Nov 11, 2011, Ismail leaves 20 year old son Khaled with George, & departs " look after my son so he can promote organ donations in Canada.

Khaled begins 4 month, 72 city Torch Tour in Ontario. Khaled spoke to thousands of students daily. He carried the Torch for Helene Campbell, who needed lung transplant & in memory of Mrs Betty Albrecht.

MP Harold Albrect & family donated her organs,& lives were saved . On final day in Toronto Jun 19, 2012, he was joined by Helene Campbell and 20 year old Israeli Girl, Yael Gladstone, whose brother Yoni, was killed by Suicide Bomber Her family donated his kidney to Palestinian Girl. All 3 carried the Torch Of Life to finish line at Queen's Park. Ontario had a record year for Organ registration.

ANTHONY'S HERO

Feb 5, 2013,

Khaled began 18 day, 500 KM walk in freezing winter weather He helped find a kidney transplant for Anthony Socci.

KAYLA'S WISH FATIMA'S HERO

CEO /Road Manager at Step By Step's 7th Campaign SOSTHEAMERICAS

October 2009 - April 2010 (7 months)

From The Pope John Paul II Cultural Centre in Washington DC

WORLD STUDENT TORCH OF LIFE RELAY

At 10:00 am on April 14, 2010, area students from DC Preparatory School, Archbishop Carroll, and St. Anselm's Abbey convened at the Pope John Paul II Cultural Center to become 'ambassadors' to advance the cause of the selfless act of becoming a tissue and organ donor. The ambassadors, more familiarly known as Student Torch Champions, participated in a brief program and lighting ceremony before being cheered on their way to the Capitol, escorted by parents, friends, school staff, and members of the DC Metropolitan Police Department. George Marcello, a donor recipient, and CEO of Step by Step, chose the Cultural Center for the launch of the Washington DC trek because of the pivotal role our late pontiff, Pope John Paul II, had in contributing to the enduring quality and validity of the Torch of Life. On September 5, 2001, in Vatican City, Pope John Paul II blessed the Torch and said that organ and tissue donations are a genuine act of love. The Pope told George to pass the Torch to the youth who will become young ambassadors for this very important issue; faithfully George has done this, passing the Torch to millions of children in nearly a decade. Step by Step is a charity that empowers students to pass on the Torch of Life to promote lifesaving organ and tissue donations, helping to bring about 'genuine' love and peace throughout the world---a goal very much at the heart of the Cultural Center's mission

Founder at Step By Step Drug Crusader

January 1988 - August 1998 (10 years 8 months)

George's volunteer years as drug crusader 1988-1998

George volunteered by helping hundreds of people with substance abuse problems. He used his house in Guelph, Ontario to "dry out" people & combined his unique combination of Fitness, Ninjutsu, 12 Steps Programs & Stonehenge Therapy afterwards. He also was very active in building bridges for recovering addicts from Jails & Treatment Centres to schools, jobs, fitness clubs, & 12 step meetings. He was an active

member in churches & 12 step groups, & helped build activities that promoted health, sports & fun filled recreational events. From 1988, George used his video camera to film himself & many other friends in "their every day regular living" capturing great memories. In 1995 after receiving his transplant, George embarked on a mission to create a world inspiring convention to address the substance abuse problem. George produced an inspiring 10 minute film on substance abuse. The mission transformed to organ/tissue promotion after a visionary episode in Marmora Ontario during his 1997 Toronto/Ottawa Walk.

Fitness Promoter & Drug Councillor at Self employed

September 1988 - September 1997 (9 years 1 month)

Was very active in training people with Fitness. Mostly with people that were challenged with drug abuse. My moto was get the body in shape the mind will follow

Languages

Italian

Honors and Awards

Diamond Jubilee Medal

MPP Frank Klees

August 2012

By Command of Her Majesty The Queen, the Diamond Jubilee Medal is presented to George Marcello in commemoration of the sixtieth anniversary of Her Majesty Accession to the Throne and in recognition of George Marcello's contributions to Canada

Parliament Hill April 2002

MP Keith Martin Esquimalt—Juan de Fuca, BC

April 2002

George Marcello

Statements by Members

April 26th, 2002 / 11 a.m.

Canadian Alliance

Keith Martin Esquimalt—Juan de Fuca, BC

Mr. Speaker, each year 160 Canadians die while waiting for an organ transplant. Canada has one of the lowest organ donor rates in the entire world. Half of all usable organs are never transplanted as too many people forget to sign their cards and tell their loved ones.

George Marcello, only days from death in 1995 from liver failure, received a new liver as a result of a family's tragedy. Six people's lives were saved as a result of this gift of life. To draw attention to this, George has walked throughout Canada and will complete his Canada 769 Day Walk in Toronto this year. Thousands

have carried his torch of life from community to community to educate people on our need to sign our organ donor cards and tell our family members.

George has given hope to the 4,000 Canadians awaiting the gift of life. I salute a Canadian hero, George Marcello, who is in Ottawa today.

Projects

Torch Of Life

October 2011 to July 2014

Members: George Marcello, arie raif, mpp frank klees, mpp mike colle, mp harold albrecht, mp kirsten duncan, ismail khatib, mpp rosario marchese, beth osborne, fred logan, helene campbell

Since 2001, when Pope John Paul 2 blessed the Torch Of Life, thousands of youth have carried it in communities across Canada & USA, in a effort to. increase organ & tissue donations. On October 2011, the Torch was passed to 20 year old Palestinian boy Kahled Khatib, whose 11 year old brother Ahmed was accidentally shot by IDF soldier. Khaled joined family to donate, Ahmed's organs to 5 Israeli children.

Khaled is presently the official Torch Of Life Bearer.

USA Support from Governors, Senators, Congress, Mayors etc.. & Lori Abittan

October 2009 to Present

Members: George Marcello, Mayor Vern E. Rupright (R) Wasilla Alaska', Mayor Dan Sullivan Anchorage Alaska, Senator Arlen Specter (D) Pennsylvania, Mayor Ted Gatsas Manchester NH, Mayor Domenic J Sarno Springfield MA, Mayor David N Cicillini (D) Providence RI, Governor Jack Markell (D) Delaware, Mayor Carleton E Carey Sr (I) Dover DE, State Senator Bettye Davis (D) Alaska, Congressman James R Langevin (D) Rhode Island

Senator Jeanne Shaheen (D) NH

"We would like to invite you and Linda to a coffee reception with Senator Jeanne Shaheen, in her office"

Senator Joseph I Lieberman (I) Connecticut

"Today's Torch Trek participants represent Connecticut and empowers their local community and beyond"

Senator Patrick Leahy (D) Vermont

" I was delighted to hear that students from my hometown of Montpelier were assisting Step By Step"

Senator Kirsten E Gillibrand (D) New York

"For over 12 years Step By Step has brought comfort to families in need of organ & tissue donations

Senator Susan Collins (R) Maine

"Today we recognize the great work being done by Step By Step and Student Torch Champions"

Senator Mark Begich (D) Alaska

Governor M Jodi Rell (D) Connecticut

"Whereas, I M. Jodi Rell proclaim Step By Step awareness week in Connecticutt"

Governor Edward G Rendell (D) Pennsylvania

"As the Torch passed across Pennsylvania, countless people became aware of organ & tissue donations"

Governor Sean Parnell (R) Alaska

"God speed as you carry the Torch of Life and the critical message"

Governor John Lynch (D) New Hampshire

"Thank you again for your service to those in need across our country"

Governor John E. Baldacci (D) Maine

"You are making valuable contributions to the health & welfare of our communities across Maine"

Cambridge MA Proclamation for SOS THE AMERICAS

"Be it resovled we pass the resolution for George Marcello & Step By Step"

Congressman Peter Welch (D) Vermont

"I want to celebrate your tireless efforts, your journey is inspiring"

Congresswoman Chellie Pingree (D) Maine

"I read with much interest how the Torch started with Victor Davis, and then Kristopher"

Congresswoman Carol Shea-Porter (D) New Hampshire

"Congradulations to Mr George Marcello for starting Step By Step and inspiring people around the world"

Senator Olympia Snowe (R) Maine

Governor Jim Douglas (R) Vermont

Mayor Vern E. Rupright (R) Wasilla, Alaska

Gratitude Walk

May 2011 to Present

Members: George Marcello, Shaheem A. Joya

Working alongside Mr. George Marcello to bring awareness to a great cause: increased organ donation rates across the nation.

Step By Step

November 1996 to Present

Members: George Marcello

Since 1996 until 2014, Step By Step created thousands of events in cities & towns stretching across Canada, USA, Europe & the Middle East

Millions of people got involved, including Media, Government & Celebrities

As well, Step By Step led the charge since 1997 in developing improvements to organ polices & as a result of years of relentless determination, new laws & additions were made.

Step By Step Cities & Towns throughout the world

Step By Step Campaigns - 1997-2014

Step By Step 1st Campaign Toronto Ottawa Walk

Step By Step 2nd Campaign Ontario Walk

Step By Step 3rd Campaign Canada 769 Day Walk

Step By Step 4th Campaign Kristopher's Wish

Step By Step 5th Campaign European Tour

Step By Step 6th Campaign SOS4000

Step By Step 7th Campaign SOSTheAmericas

Step By Step 8th Campaign "I See No Colour"

Step By Step 8th Campaign Arizona 98

Step By Step 8th Campaign Shaheem

Step By Step 8th Campaign Reg Green

Step By Step 8th Campaign Donor Dads

Step By Step 8th Campaign Register Now Ontario

Step By Step 8th Campaign Anthony's Hero

Step By Step 8th Campaign Kayla's Wish

Step By Step's 9th Campaign Resurrection

January 2015 to Present

Members: George Marcello, Lori Abittan, Jessica Ferlino, M.A., Tony Genco, Tony Nardi, Patricia Del Zotto, Patty Letourneau, Donina Lombardi, Clairmont Humphrey, Heidi Lee Brown, Ojo Tewogbade

from Lori Abittan (CEO Multimedia Nova)

His work for 14 years have forever left a mark in the history of organ & tissue donations, In 1999, he inspired Ontario and create a 120 million dollar fund for organ & tissue donations and helped improve many laws. Pope John Paul, after blessing the Torch of Life, said let the children carry it. Faithfully George has carried this wish out for the past 10 years, empowering thousands of students throughout Canada & the USA. In 2009/2010 USA Senators, Governors, Transplant surgeons have called George the most remarkable person to advance Organ & Tissue donations in the world. He is affectionately called the Italian Terry Fox. He is relentless and does not understand the words Give Up and often risks his life. He cares so much about the underdog, he is often found fighting for them. He works with everyone & believes in bringing all cultural and religions together to confront the major issues of the day and inspire people through love and understanding. He believes if more people became organ & tissue donors, the world would be that much closer.

Volunteer Experience

CEO / Founder at Step By Step Organ Transplant Association

August 1996 - Present

Since Step By Step was created in 1996, founder and CEO George Marcello has been tirelessly promoting organ & tissue donations by having students carry the famous Torch of Life throughout the world, one step at a time.

Skills & Expertise

Media Relations

Public Relations

Fundraising

Social Media

Public Speaking

Event Planning

Event Management

Strategic Planning

Strategic Communications

Training

Social Networking

Social Media Marketing

Nonprofits

Community Development

Leadership

Marketing Communications

Press Releases

Editing

Research

Entrepreneurship

Team Building

Strategy

Government

Corporate Communications

Community Outreach

Journalism

Public Policy

Marketing

Marketing Strategy

Crisis Communications

Volunteer Management

Advertising

Copywriting

Time Management

Facebook

Coaching

Market Research

Online Marketing

Newsletters

Speech Writing
Online Advertising
Digital Media
Non-profits
Leadership Development
Internal Communications
Publicity
Special Events
Government Relations
Community Relations

Education

Conestoga College

1992 - 1994

Oakwood Collegiate

1969 - 1973

Activities and Societies: Junior Football & Basketball teams

Interests

Quantum thinking; Bridge; Going back on the Road conducting tours and everything that goes with it; Walking for hours

George Marcello

Founder / Visionary at Step By Step / Torch Of Life

gmarcello@rogers.com



2 person has recommended George

"George Marcello is one of the most remarkable visionaries that I have had the privilege of knowing. It is an honour to know him and an honour to recommend him."

— **Elizabeth Buschemeyer**, was with another company when working with George at Step By Step & The Torch Of Life Text

"It is my pleasure to provide a recommendation for George Marcello. George is a passionate individual who has given of his time to promote organ donation awareness. George has coordinated several national and international fundraising campaigns to bring awareness to this important cause. I am pleased to provide this endorsement for George Marcello."

— **Tom D'Amico**, was with another company when working with George at Step By Step & The Torch Of Life Text

[Contact George on LinkedIn](#)