



**FOR IMMEDIATE RELEASE**

**Media Contact:**

Christopher Byczko  
Marketing Manager  
720-873-4759  
[cbyczko@jrfortho.org](mailto:cbyczko@jrfortho.org)

**Corporate Name Change to JRF Ortho Better Reflects Orthopedic Commitment**

**Centennial, Colo. – March 25, 2015** – Joint Restoration Foundation announced today, to better reflect its commitment to and its expertise in driving the innovation needed to shape the future of orthopedics, it will now be known as JRF Ortho.

“For our customers and their patients, quality of life is everything and JRF Ortho is redefining the standard in allograft joint repair helping patients regain movement and live more normal lives,” announced Jim Czepiel, Executive Director of JRF Ortho. “As a specialized orthopedics company at the forefront of changing the industry landscape, we deliver breakthrough products that maximize the gift of tissue donation.”

JRF Ortho rebranded to better emphasize the company’s unique role in the industry, as it provides innovative solutions and superior customer care allowing surgeons the resources they need to help heal their patients. JRF Ortho is the leading provider of fresh osteochondral allografts, meniscus and tendons, looking to go beyond today to what is possible tomorrow.

The new company name leverages a familiar acronym among its customers (JRF) and adds clarity to what the company does by highlighting its commitment to orthopedics. JRF Ortho’s new look is distinctive within the industry and reflects the company’s unique role in orthopedics. The new name and brand are also reflected on the company’s redesigned website, [JRFORTHO.org](http://JRFORTHO.org).

**###**

**About JRF Ortho**

JRF Ortho specializes in providing orthopedic surgeons with the highest viability, most widely available cartilage solutions in the industry. Their goal is to provide innovative solutions for allograft joint repair to orthopedic surgeons who specialize in helping patients regain movement and improve their quality of life. Their unique member relationship with AlloSource® and Community Tissue Services® (CTS) enables them to offer the largest selection of specialized high-viability fresh osteochondral grafts, tendons and menisci in the industry. Through innovation and a commitment to clinical results and positive outcomes, JRF Ortho is redefining the standard for allograft joint repair. JRF Ortho is headquartered in Centennial, CO. For more information, please visit [JRFORTHO.org](http://JRFORTHO.org).