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PRESS CONTACT:

Caroline Galloway
M2M PR
(440) 591-3807
caroline@m2mpr.com

**ALISSA POLLACK, EVP MUSIC & PARTNER INTEGRATIONS FOR
IHEARTMEDIA, PREMIERE NETWORKS AND MEDIABASE,
TO BE HONORED AT T.J. MARTELL FOUNDATION'S
16TH ANNUAL *NEW YORK FAMILY DAY***

AJR, Becky G., Daya, DNCE, Frankie, Hunter Hayes, Jack & Jack, MAX and Rachel Platten to Perform
at *New York Family Day* Event Hosted by iHeartMedia's Elvis Duran and Musician/Actress Laura Marano

New York, NY – (November 17, 2015) – The T.J. Martell Foundation, “Music’s Promise for a Cure,” has announced its 16th Annual *New York Family Day* on Sunday, December 13, 2015 at Brooklyn Bowl in Brooklyn, New York. This year’s *Family Day* will honor Alissa Pollack, EVP, Music & Partner Integrations for iHeartMedia, Premiere Networks and Mediabase.

Family Day will feature live performances from popular artists AJR, Becky G, Daya, DNCE, Frankie, Hunter Hayes, Jack & Jack, MAX and singer-songwriter Rachel Platten, whose anthem “Fight Song” recently topped the Mediabase charts. iHeartMedia’s Elvis Duran from the nationally syndicated *Elvis Duran and the Morning Show*, heard on New York flagship Z100/WHTZ, will host the afternoon event with television actress and musician Laura Marano of Disney Channel’s *Austin & Ally*.

“I’m so honored to be recognized at the T.J. Martell Foundation’s *New York Family Day*,” said Alissa Pollack. “The work they do is critical to supporting families. I look forward to helping make this a super successful event, and raise much needed funds to continue their commitment to finding cures for those in need.”

Family Day, one of the music industry’s signature events, is a spectacular afternoon full of fun activities, food and live performances to raise money for cancer and AIDS research. Having steadily grown into one of the T.J. Martell Foundation’s most successful events, *Family Day* has raised over \$5 million for Martell-funded research at top hospitals across the United States. Last year’s sold-out *Family Day* event featured Hilary Duff and Pitbull, along with Bea Miller, Bleachers and Us The Duo.

Tickets and meet & greet packages for *Family Day* go on sale on Monday, November 16, at 10:00am EST. Red carpet information to be released soon. For more information, please visit the Foundation’s *New York Family Day* [website](#) or call 646-841-1394. Updates are also available via social media: [Instagram](#), [Twitter](#), [Facebook](#), [LinkedIn](#), [Pinterest](#) and [YouTube](#).

Artists and/or event subject to change or cancellation without notice.

ABOUT THE T.J. MARTELL FOUNDATION

The T.J. Martell Foundation is the music industry’s largest foundation that funds innovative medical research focused on finding cures for leukemia, cancer and AIDS. The Foundation was founded by music industry executive Tony Martell and his colleagues in loving memory of his son T.J., who died of leukemia. 2015 marks the 40th Anniversary of the T.J. Martell Foundation which has provided more than \$271 million to top research hospitals in the United States. To learn more about the T.J. Martell Foundation, please go to tjmartell.org.