



For Immediate Release

**SOUTHLAND RESTAURANTS, BREWPUBS AND BREWERIES  
RAISE \$9,000 TO FIGHT CANCER  
WITH “BREW FOR A CURE”**

Los Angeles, California – (December 13, 2018) – Craft breweries, brewpubs, and craft beer enthusiasts throughout the southland joined together in the month of June to raise funds for the T.J. Martell Foundation’s innovative pediatric cancer research programs. The T.J. Martell Foundation’s inaugural “Brew for a Cure” program united the foundation’s supporters from the medical, music and entertainment communities with craft beer aficionados to raise over \$9,000 for its cutting-edge cancer research.

Hundreds throughout Southern California visited some of the more than twenty participating establishments to enjoy the special “Brew for a Cure” selection, while contributing to the fight to end cancer. “We are thrilled and honored that so many of the region’s top restaurants and breweries have given their time and support to be a part of this important cause by donating a portion of sales or making a general donation,” says T.J. Martell Foundation CEO Laura Heatherly. “Since 1975, The T.J. Martell Foundation has united the music community and others in the battle to find more effective treatments and cures for cancer. We are so proud to have raised in excess of \$280 million over the past 43 years to fund breakthrough cancer research that one day will lead to an end to this devastating disease”, added Ms. Heatherly. The proceeds from this 30-day event will help fund the T.J. Martell Foundation’s innovative pediatric cancer research programs at Children’s Hospital Los Angeles.

“We look forward to participating again next year and are honored to be a part of “Brew for a Cure” and this important cause,” says Executive Chef and Owner of Boneyard Bistro and Boneyard Cocina & Cantina in Sherman Oaks – winners of the Golden Keg Award for their generous support. “We believe in this great organization and their important work, and we were honored to designate The T.J. Martell Foundation as the first participant in our ‘Pay it Forward’ program,” states Head Brewer Noah Regnery of Bluebird Brasserie, winner of the program’s Tap Handle Award. Other establishments receiving special recognition for their generous participation include Pedalers Fork of Calabasas, Gordon Biersch of Burbank and The Local Peasant of Sherman Oaks and Woodland Hills.

For a listing of participating establishments, please visit the foundation’s blog page on its website at [www.tjmartell.org](http://www.tjmartell.org).

## **PARTICIPATING ESTABLISHMENTS**

a Simple bar, Hollywood Hills  
Bar Covell, Los Feliz, Los Angeles  
Beachwood BBQ & Brewing, Long Beach  
Bluebird Brasserie, Sherman Oaks  
Boneyard Bistro, Sherman Oaks  
Cicada Restaurant, downtown Los Angeles  
Crawfords, Burbank  
Farmshop, Santa Monica and Marin-Larkspur  
Good Karma Artisan Ales, San Jose  
Good Measure, Atwater Village, Los Angeles  
Gordon Biersch, Burbank  
Highland Park Brewery, Chinatown, Los Angeles  
Ladyface Ale Companie, Agoura Hills  
MacLeod Ale Brewing Co., Van Nuys  
Pedalers Fork, Calabasas  
Santa Monica Brew Works LLC  
SOCA, Sherman Oaks  
The Local Peasant, Sherman Oaks and Woodland Hills  
The Hermosillo, Highland Park, Los Angeles

## **ABOUT THE T.J. MARTELL FOUNDATION**

The T.J. Martell Foundation is the music industry's leading foundation that funds innovative medical research focused on finding treatments and cures for cancer. The Foundation was founded in 1975 by music industry executive Tony Martell and his colleagues in loving memory of his son T.J., who died of leukemia. The Foundation has provided more than \$280 million for research at nine flagship hospitals in the United States. For more information on the T.J. Martell Foundation visit [www.tjmartell.org](http://www.tjmartell.org)

For more photos and details on Brew for a Cure, please email [kfitzpatrick@tjmartell.org](mailto:kfitzpatrick@tjmartell.org)

Social Hashtag:  
#martellbrewforacure  
[www.tjmartell.org](http://www.tjmartell.org).

### **Media Contact:**

Kate Fitzpatrick  
Director of Communications and Patient Services  
T.J. Martell Foundation for Cancer Research  
(917) 301-2572  
[kfitzpatrick@tjmartell.org](mailto:kfitzpatrick@tjmartell.org)

**PHOTO ID**

Top left, Aaron Robins – Executive Chef and Owner – Boneyard Bistro and Boneyard Cocina & Cantina

Mid left – interior at Bluebird Brasserie

Mid-right – Head Brewer, Noah Regnery, Bluebird Brasserie and Jodi Schapiro, Executive Director West Coast Region T.J. Martell Foundation

Bottom (left to right) – at Boneyard Cocina & Cantina (formerly SOCA) - Gilbert Dávila (Davila Multicultural Insights), Peter Schlessel (Film District), Scott Palazzo (Winemaker and Proprietor Palazzo)

