



For Immediate Release:

## The T.J. Martell Foundation Announces Celebrity ROCK 'N' BOWL Tournament

*A Charity Bowling Tournament of Chart-Topping Proportions*

*Pinz Bowling Center – Los Angeles – October 9, 2014*

**Los Angeles, California (August 19, 2014)** - The T.J. Martell Foundation has announced The Celebrity ROCK 'N' BOWL, a fundraiser that combines the competitive sport of bowling with high energy entertainment and celebrity appearances to raise funds for cancer research. The event is chaired by Wendy Dio, President and Co-Founder of the Ronnie James Dio Stand Up and Shout Cancer Fund, who serves on The T.J. Martell Foundation Board and whose organization has raised and donated funds to the T.J. Martell's continuing efforts in cancer research. The event will take place at the Pinz Bowling Center on Thursday, October 9<sup>th</sup>, 2014 from 7:30pm-11pm, with a VIP Pre-Party from 7:00pm-8:30pm. Pinz Bowling Center is located at 12655 Ventura Blvd in Studio City. The T.J. Martell Foundation aims to combine music and entertainment with an event that will drive competition to raise funds for its core mission of finding a cure for leukemia, cancer and AIDs.

The T.J. Martell Foundation ROCK 'N' BOWL event is a return to the foundation's famous bowling tournaments of the 80's and 90's that included participation by such legendary artists as the Go-Gos, John Cougar Mellencamp, Tom Petty and The Heartbreakers and Ronnie James Dio and the Dio band. In fact, Wendy Dio will have the trophy won by Niji Management in 1989 on display.

Celebrity bowlers and guests will be greeted with music, food and drink. A special auction featuring signed collectible Bowling Pins autographed by some of the music world's most iconic artists including Aerosmith and others, will take place on site and post-event at [www.charitybuzz.com](http://www.charitybuzz.com). Trophies for the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place teams will be awarded that evening and guests will have the opportunity to rub elbows with famous faces of the music world. Celebrity bowlers to date include producer Bob Kulick, Gonzo Sandoval and Joey Vera (Armored Saint), Jimmy Bain (Rainbow), Marc Ferrari (Rough Cutt & Keel), Chris Broderick (Megadeth), Mark Boals, Christian Martucci, Roy Mayorga (Stone Sour) and others. More celebrities will be announced throughout the month. The T.J. Martell Foundation will be sponsoring families from Children's Hospital Los Angeles.

To purchase a ticket, register a team/sponsor a lane, or other sponsorship opportunities for ROCK 'N' BOWL go to support the foundation can also buy tickets to attend at the websites noted. More information is also available at [www.tjmartell.org](http://www.tjmartell.org).

"We have been strong supporters of the T.J. Martell Foundation for many years helping to fund cutting-edge gastric and prostate cancer research and raising in excess of \$400,000 for the cause," said Wendy Dio. "Tony Martell and the Foundation were very helpful to find specialized treatment for Ronnie when he was diagnosed. We are all working together to find a cure."

Participants are encouraged to gather friends, family and co-workers for the ultimate bowling team. Guests who do not participate in bowling can also attend and take their chance at winning exciting silent auction and raffle items provided by music and entertainment industry friends and partners of the foundation.

**WHO:** The T.J. Martell Foundation and The Ronnie James Dio Stand Up and Shout Cancer Fund

**WHAT:** ROCK 'N' BOWL Celebrity Charity Bowling Tournament

**WHERE:** Pinz Bowling Center, 12655 Ventura Blvd, Studio City, California

**WHEN:** Thursday, October, 9, 2014 – 7:30-11pm / VIP Pre-Party 7:00-8:30pm

**WHY:** To raise funds for leukemia, cancer and AIDS research.

To purchase tickets and lanes for corporate teams or for general information go to:  
<http://rocknbowl.splashthat.com/?preview>

**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, headquartered in New York, is a national 501(c)3 non-profit organization that 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 \$260 million dollars for research that supports top hospitals in the United States. For more information click on the T.J. Martell Foundation go to [www.tjmartell.org](http://www.tjmartell.org), [www.facebook.com/tjmartellfoundation](https://www.facebook.com/tjmartellfoundation), [www.twitter.com/tjmartell](https://www.twitter.com/tjmartell), [www.pinterest.com/tjmartellfndn](https://www.pinterest.com/tjmartellfndn)

**ABOUT THE RONNIE JAMES DIO STAND UP AND SHOUT CANCER FUND:**

The Ronnie James Dio Stand Up and Shout Cancer Fund is a non-profit charitable fund dedicated to support cancer prevention research, raise awareness and education the public with the focus that early detection and prevention is of vital importance when dealing with the deadly disease. Formed by Wendy Dio in honor of her late husband, rock legend Ronnie James Dio, its mission and philosophy stems from allowing people to effectively plan strategies to deal with the disease early on which affords a better chance to overcome it. For more information go to [www.diocancerfund.org](http://www.diocancerfund.org).

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