

GuitarTown KIDS

KIDS HELPING KIDS FIGHT CANCER

Gibson Foundation and T.J. Martell Foundation Announce the GuitarTown Kids Project to Benefit Pediatric Cancer Research at Children's Hospital Los Angeles

Musical Artists Help Kick off Art Project Bringing Families Together to Paint Guitars for Charity at Santa's Workshop and Holiday Party

Gibson Showroom – Saturday, December 3, 2016

Los Angeles, California – November 29, 2016 – The T.J. Martell Foundation for leukemia, cancer and AIDS research has partnered with the Gibson Foundation to announce the **GuitarTown Kids** project, an art project bringing celebrity families together to design and paint regular size guitars that will



benefit pediatric cancer research at Children's Hospital Los Angeles. The project focuses on kids helping kids fight cancer while creating beautifully hand-painted Gibson guitars.

GuitarTown Kids is a public art project of the Gibson Foundation. Partnered with the T.J. Martell Foundation, the project brings together celebrities and their children, matched with visual artists to paint Gibson guitars that will be auctioned off to raise funds for pediatric research at the hospital.

On Saturday, December 3rd, 2016 the GuitarTown Kids project will officially kick off at 1:00 p.m. at the Gibson Showroom with the first Santa's Workshop and Holiday Party. Celebrities confirmed to attend include **Kevin Martin, Tony & Annie**

Cavalero, Taylor Dayne, Stephen Whatley and Jackie Kelly. The celebrities will be joined by their children who will help to create the first brush stroke in what will later become a guitar art piece and one-of-a-kind treasure. A special performance by Hawaiian Folk Blues artist **Kapali Long** will also take place. Visual artists appearing include Gubby Beckenstein, Bo Spencer, Phobik, Gena Milanesi and Victoria Blak. The event will also feature cookie decorating, a Willy Wonka hot chocolate station and Candy Cane Lane station. Santa's Workshop and Holiday Party was created to kick-off the holiday season and bring about important awareness for the project that will bring kids together to help other kids battling cancer.

WHO: The Gibson Foundation and the T.J. Martell Foundation and a host of celebrities and visual artists to kick off art project

WHAT: Santa's Workshop and Holiday Party to kick off GuitarTown Kids art project to benefit pediatric cancer research at Children's Hospital Los Angeles

WHEN: Saturday, December 3, 2016 from 1:00 p.m. – 4:00 p.m.

WHERE: Gibson Showroom located at 9350 Civic Center Drive, Beverly Hills, California 90210 (West side, rear entrance).

WHY: Kids helping kids fight cancer and raising important funds to further pediatric cancer research at Children's Hospital Los Angeles.

Media should RSVP in advance for coverage.

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 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 \$270 million dollars for research that supports eight flagship hospitals in the United States. For more information on the T.J. Martell Foundation go to

www.tjmartell.org. www.facebook.com/tjmartellfoundation

www.twitter.com/tjmartell

www.pinterest.com/tjmartellfndn

<https://www.instagram.com/tjmartellfoundation>

ABOUT THE GIBSON FOUNDATION

Founded in 2002, and headquartered in Nashville, the Gibson Foundation strives to improve the condition of underserved youth through investments of resources, effort and ideas in five important categories:

Education Programs that advocate effective innovation in knowledge development for young people, by emphasize literacy and life coping skills through creativity and imagination.

Music & Art Programs that inspire and encourage underserved youth to appreciate and practice individual creative expression.

Environment Programs that protect underserved youth from environmental hazards, and encourage effective activism on their behalf towards preserving a sustainable natural world.

Health & Welfare Programs that focus on ensuring the well-being and safety of underserved youth, with an emphasis on policy level advocacy to ensure culturally relevant, community-based supports.

Community Programs that serve the Foundation Mission by strengthening organizations within the Gibson community otherwise not served by the four main Mission Direction categories.

For more information, go to <http://www.gibsonfoundation.org>

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