FOR IMMEDIATE RELEASE:

T.J. Martell Foundation Announces Raises Over \$1.4 Million For Cancer Research at the T.J. Martell Foundation 38th Honors Gala Held Tuesday, October 22nd in New York

Jennifer Breithaupt, Brandon Steiner, John Sykes, Carrie Underwood and Target Corporation
Accepted This Year's Honors - President Bill Clinton Was a Presenter and Sting and Bryan Adams
Performed to Sold Out Crowd

New York, New York....October 23, 2013.....The T.J. Martell Foundation for Leukemia, Cancer and AIDS Research announced that it raised over \$1.4 million at its 38th Annual Honors Gala held at Cipriani on 42nd Street in New York



on Tuesday, October 22, 2013. The honorees for this year's gala were Jenniifer Breithaupt, SVP of Marketing Citi, Brandon Steiner, CEO of Steiner Sports, John Sykes, President of Clear Channel Entertainment Enterprises, GRAMMY winner and Multi-Platinum selling artist Carrie Underwood and Target Corporation. The night was filled with incredible energy as guests bid on silent auction items, enjoyed an exclusive reception and walked the red carpet to capacity press. Founder Tony Martell spoke passionately about the foundation he founded in honor of his son and its continued mission to help find a cure for all cancers. CEO Laura Heatherly's passion for the research and patient services provided by the foundation was a topic of her discussion with both press and guests. The Governor of Oklahoma, Mary Fallin, flew in to honor fellow Oklahoma native Carrie Underwood. Perez Hilton attended

and was excited to be part the annual fundraiser. (photo above I to r: Bryan Adams, Sting, President Bill Clinton and John Sykes at the TJ Martell Foundation 38th Honors Gala in New York)

President Bill Clinton presented the Lifetime Music Industry Achievement Award to his longtime friend and President of Clear Channel Entertainment Enterprises, John Sykes. Clinton praised Sykes' passion for the work he has done with helping to keep music in the schools. Clinton received a standing ovation when he approached the podium and also addressed the crowd on the importance of the TJ Martell Foundation and the work they are doing every day to find a cure to cancer.

Scott Borchetta, President of Big Machine Records opened his presentation with a humorous video showcasing Target's contribution to music retailing and promotion. He later presented Anne Stanchfield from Target Corporation with the company's Spirit of Excellence Award.

Lead singer of Jane's Addiction and founder of Lollapalooza, Perry Farrell took the stage to present Jennifer Breithaupt, SVP of Marketing for Citi her Spirit of Music Award and NBA Hall of Famer Bernard King spoke of his friend with great accolades when he presented Brandon Steiner, CEO of Steiner Sports with this year's Humanitarian of the Year Award. (photo right: Sting and Bryan Adams perform)



GRAMMY winner and Multi-Platinum selling artist Carrie Underwood was a highlight on the red carpet and had the audience on their feet when Doug Morris, CEO of SONY Music presented her with the 2013 Artist Achievement Award.

The evening ended with an exclusive performance by Sting and Bryan Adams. Raucous applause and dancing in the aisles immediately ensued while the musicians performed several songs. Both performers spent time backstage with President Clinton prior to appearing. Sting and Bryan Adam's performance capped off one of the most incredible nights in the TJ Martell Foundation's history and helped raise much needed funds to continue their on-going work to help find a cure for Leukemia, AIDS and all cancers.



(Carrie Underwood accepts her award from Doug Morris)

"When I started this Foundation with several of my peers in the music and entertainment business in honor of my son T.J., I wanted to do all that I could to make sure other families would not have to suffer the way my family did," said Tony Martell, Founder & Chairman of the T.J. Martell Foundation. "Our annual New York Honors Gala is one of the most important fundraisers we produce and without it we could not continue to offer the patient services or cutting-edge research for Leukemia, Cancer and AIDS."



Past honorees have included Former President George W. Bush and former President William J. Clinton, the late Frances Williams Preston, Katie Couric, Matt Lauer, Ann Curry, Al Roker, Clive Davis, Arnold Palmer, Del Bryant, Scott Borchetta, Clarence Avant, Berry Gordy, Quincy Jones, the late Gil Friesen, Irving Azoff, Russell Simmons, Monte & Avery Lipman, Bruce Lundvall, John Esposito, Joel Katz and the late Ahmet Ertegun. The T.J. Martell New York Honors Gala is sponsored by American Airlines.

(I to r: Laura Heatherly, CEO TJ Martell Foundation, Honoree Brandon Steiner, CEO of Steiner Sports, Honoree John Sykes,

President of Clear Channel Entertainment Enterprises, Honoree Anne Stanchfield of Target Corporation, Honoree Jennifer Breithaupt, SVP of Marketing Citi, Honoree Carrie Underwood, Tony Martell, Founder of the TJ Martell Foundation and Christopher Mattioli, Director, TJ Martell Foundation. Photo credit: Getty Images

Hi Res Images are available. Email caroline@m2mpr.com

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 \$250 million dollars for research that supports twelve top hospitals in the United States. This year marks the 38th New York Honors Gala.more information click on the T.J. Martell Foundation go to www.timartell.org,

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