

For Immediate Release:

The T.J. Martell Foundation Appoints Anjali Ramasunder as National Director of Brand Partnerships

New York, New York – (June 2, 2014) – The T.J. Martell Foundation, the music industry's largest foundation that funds innovative medical research focused on finding cures for leukemia, cancer and AIDS, has appointed Anjali Ramasunder as National Director of Brand Partnerships.

Ramasunder will be responsible for actively identifying and securing brands and partnerships that will generate funds and awareness for the Foundation and oversee existing brand programs that bring the Foundation to life while leading new development ideas. As part of her new role she will also implement brand activations and develop social media marketing strategies for campaigns and promotions. Her first effective date is June 2, 2014 and she will be based in the foundation's New York office.



Anjali Ramasunder comes to the T.J. Martell Foundation from the Ad Council where she served as Director of Development from 2013 to 2014. It was there that she managed portfolios of 80 corporate donors and raised over \$3 million. She worked with partners that included Target, Hearst, Coca-Cola, The Home Depot, Kellogg and many others. During this time she also served as the producer of the Global Citizens Festival Gala, a concert after-party and VIP experience.

Prior to her tenure at The Ad Council, Ramasunder served as a non-profit consultant where she planned private fundraising events, secured corporate sponsorship for various non-profit organizations, produced content for clients and wrote foundation grants. During this time she was the Project Manager – Marketing & Communications for Services for the Underserved where she worked closely with JW Thompson to create and execute a high level branding and cause marketing campaign called The Holiday Gift Project that was geared toward targeting the under 35 urban professional. She was also the Editor-in-Chief of the RP Report, an online event vendor and resource directory.

“The T.J. Martell Foundation is pleased to have Anjali Ramasunder join our team as our new National Director of Brand Partnerships,” said Laura Heatherly, CEO of The T.J. Martell Foundation. “Anjali brings a wealth of experience in working with brands and non-profits. Her focus on strategic partnerships will strengthen our national presence and provide us new and exciting fundraising opportunities.”

The T.J. Martell Foundation produces more than 25 fundraising events per year including the New York Honors Gala at Cipriani on 42nd Street on October 21, 2014. For more information on T.J. Martell Foundation log into www.tjmartell.org.

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, www.facebook.com/tjmartellfoundation, www.twitter.com/tjmartell, www.pinterest.com/tjmartellfndn

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