

**T.J. Martell Foundation**

*Leukemia, Cancer and AIDS Research*



**MUSIC'S PROMISE  
FOR A CURE**

**FOR IMMEDIATE RELEASE**

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**T.J. MARTELL FOUNDATION HIRES DIRECTOR OF STRATEGIC MARKETING**

*Sean Barth Will Support the Foundation's West Coast Operations*

Los Angeles, CA – (July 8<sup>th</sup>, 2013) – The T.J. Martell Foundation, a 501(c)3 national non-profit organization supported by the music industry, is proud to announce the hiring of **Sean Barth as Director of Strategic Marketing** to raise funds and bring awareness to the Foundation's mission of funding leukemia, cancer and AIDS research. Barth will oversee the West Coast office of the T.J. Martell Foundation.

Barth joins the Foundation after working in the entertainment business for over a decade. As an agent in the Artist Marketing Division at the Paradigm Talent Agency, his scope of service included celebrity endorsements, tour sponsorships, talent appearances, licensing and equity partnerships.

Prior to Paradigm, he was a freelance production resource consultant for DreamWorks Pictures working on such feature films as "Eagle Eye," "Blades of Glory," "Hotel for Dogs," "Revolutionary Road," "The Heartbreak Kid" and "Ghost Town."

"As the T.J. Martell Foundation expands with new creative initiatives, Sean Barth brings fresh ideas and the knack for reaching out to brands and building corporate relationships that will strengthen our events and projects," said Laura Heatherly, CEO of the T.J. Martell Foundation.

"It is a blessing to be doing something that makes a difference, impacting people's lives in such a meaningful way. Just like everyone else, I have had family members and friends whose lives have been tragically affected by cancer, AIDS and leukemia. The T.J. Martell Foundation has always been an organization that I have admired and I couldn't be more excited to join the team," says Barth.

The T.J. Martell Foundation's West Coast office organizes several key events in the Los Angeles area including Artworks for the Cure, Family Day and the World Tour of Wine Dinner. The Foundation locally supports pediatric cancer research at Children's Hospital Los Angeles. For more information contact Sean Barth at [sbarth@tjmartell.org](mailto:sbarth@tjmartell.org) or call (310) 449-7620.

### **About the T.J. Martell Foundation**

The T.J. Martell Foundation, founded in 1975 by the music industry, is a national nonprofit organization that funds cutting-edge research for leukemia, cancer and AIDS at twelve top research hospitals in the United States.

To learn more about the T.J. Martell Foundation, please go to [www.tjmartell.org](http://www.tjmartell.org).