

T.J. Martell Foundation's 39th Annual *New York*
HONORS GALA

STAR STUDED T.J. MARTELL FOUNDATION 39TH NEW YORK HONORS GALA RAISES \$1.6 MILLION FOR LEUKEMIA, CANCER & AIDS RESEARCH



New York, New York – (October 24, 2014) – The T.J. Martell Foundation for Leukemia, Cancer and AIDS Research raised \$1.6 million at the T.J. Martell Foundation 39th Honors Gala held in New York on Tuesday, October 21, 2014 at the legendary Cipriani on 42nd Street. The annual fundraiser is one of the most highly anticipated events of the season and honored **John Paul DeJoria, Co-founder of Paul Mitchell Hair Products and Patron Spirits Company, **Afo Verde**, Chairman & CEO Sony Latin, **Will Botwin**, President & CEO, Red Light Management, **Marsha Vlasic**, President, Artist Group International and **Hard Rock International**.**



John Paul DeJoria received the Lifetime Humanitarian Award from Tony Martell, Founder & CEO of The T.J. Martell Foundation, Hamish Dodds accepted the Spirit of Excellence Award on behalf of Hard Rock International from Yoko Ono, Afo Verde received the Lifetime Music Industry Achievement Award from Latin superstar Chayanne, Will Botwin received the Visionary Leadership Award from singer/songwriter Ben Harper, and Marsha Vlasic received the Spirit of Music Award from recording artist Regina Spektor. The annual New York Honors Gala brings together hundreds of music and entertainment leaders, top business executives and celebrities. It is one of the most important events for the T.J. Martell Foundation, allowing the organization to continue its work in Leukemia, Cancer and AIDS research.



Performers included Latin recording artist Vincentico, Ben Folds and Republic Nashville recording artists The Band Perry took the stage. Other celebrities who attended the event include Kevin Jonas, TV host Tom Murro and Miss New York 2014.

“This year’s Honors Gala was everything we expected it to be and more,” said Laura Heatherly, CEO of the T.J. Martell Foundation. “I am so honored to have been amongst some of the world’s best in business, music and philanthropy during such an exciting night.”

The proceeds raised from the event will assist the largest foundation that funds innovative medical research focused on finding cures for leukemia, cancer and AIDs. The T.J. Martell Foundation is 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.





Photos include Tony Martell and John Paul DiJoria (top left), Yoko Ono and Hamish Dodds (right top), Afo Verde and Chayanne (photo left) and Marsha Vlasic and Regina Spektor (photo mid left). The Band Perry, Tony Martell and Will Botwin (bottom right) and Kevin Jonas (left).

Hi-res event photos with captions attached – All photo credits: Getty Images

More photos from event available upon request

Interviews available with Laura Heatherly, CEO of the T.J. Martell Foundation

Video b-roll link: <https://www.dropbox.com/s/baznct0fwlwm4j3/TJ%20MARTELL.mp4?dl=0>

For more information log on to www.tjmartell.org, www.facebook.com/tjmartellfoundation, www.twitter.com/tjmartell, www.pinterest.com/tjmartellfndn

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