



THE T.J. MARTELL FOUNDATION ANNOUNCES 17TH ANNUAL NEW YORK FAMILY DAY

Honoring Pam Kaufman, Mark Shulman and Jeff Zuchowski

Presented by Nickelodeon

*Sunday, April 8, 2018 at PlayStation Theater
1:00 p.m. – 4:30 p.m.*

New York, New York – March 21, 2018 – The T.J. Martell Foundation for Cancer Research has



announced their 17th Annual New York Family Day to take place on Sunday, April 8, 2018 at the PlayStation Theater located at 1515 Broadway, New York, New York 10036. The annual event Family Day was created in 1998 by the T.J. Martell Foundation New York City office to serve as a way to bring children and their families together for a day filled with live music, fun and games, food, live musical performances and a live silent auction; and to do so while raising money towards groundbreaking cancer research. Family Day has raised more than \$5 million for cancer research and patient treatments.

The 17th Annual New York Family Day will honor three outstanding industry leaders, Pam Kaufman, Chief Marketing Officer & President of Consumer Products, Nickelodeon, Mark Shulman, Senior Vice President & General Manager, North East AEG Presents and Jeff Zuchowski, Vice President Artist Marketing & Industry Relations, Pandora.



Performers include Nickelodeon and YouTube star JoJo Siwa, In Real Life and singer/songwriter Ali McManus. Also appearing is social media's most famous dog, "Doug the Pug" who boasts more than 8 million followers on his Facebook page.



The event will be hosted by Nick Radio and Z100's DJ Maxwell and feature photo opportunities with Nickelodeon characters Teenage Mutant Ninja Turtles, SpongeBob Square Pants and Shimmer and Shine.

For more information on tickets or sponsorship opportunities click www.FamilyDayNY.org or go to www.tjmartell.org. Family Day New York is presented by Nickelodeon. Co-presenters are PlayStation Theater and Pandora. The event is sponsored by Cra-Z-Art, PlayStation Theater, Z100, Rubie's Costume Company, PM Pediatrics, Accessory Innovations, Kiddesigns, Inc., Domino's and the Rock and Roll Playhouse.



ABOUT THE T.J. MARTELL FOUNDATION

The T.J. Martell Foundation is the music industry's leading foundation that funds innovative medical research focused on finding treatments and cures for cancer. 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 \$280 million for research at eight flagship hospitals in the United States. For more information on the T.J. Martell Foundation visit www.tjmartell.org.



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PHOTO ID

Page 1 (top left) - Honoree Pam Kaufman

Page 1 (mid right) – Honoree Mark Shulman

Page 1 (bottom left) – Honoree Jeff Zuchowski

Page 2 (top left) – JoJo Siwa

Page 2 (mid right) – Ali McManus

Page 2 (bottom left) – In Real Life

All photo credits: Courtesy The T.J. Martell Foundation

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