



For Immediate Release

The T.J. Martell Foundation Announces Los Angeles Family Day

The Star-Studded Annual Event is presented by Citi

Sunday, October 9, 2016 – The Grove Los Angeles



GuitarTown Kids to Launch

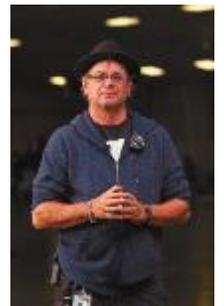
Los Angeles, California – August 17, 2016 – The T.J. Martell Foundation for Leukemia, Cancer and AIDS Research has announced its annual and highly anticipated Los Angeles Family Day [presented by Citi](#) to be held at The Grove in Los Angeles on Sunday, October 9, 2016 from 12:00 noon – 4:00 p.m. The annual event features live music, great food, family entertainment and a bevy of stars from television and music. The event will benefit the T.J. Martell Foundation's pediatric cancer research programs at Children's Hospital Los Angeles and also honors three leading innovators in entertainment and music.

(photo left: Rob Lloyd)

This year's Los Angeles Family Day honorees are Rob Lloyd, CEO Hyperloop One, Kevin Lyman, CEO & Founder, 4Fini and George Stropoulos, CEO & Founder, Fullscreen. Stars from Radio Disney and Hollywood Records are scheduled to appear. Musical performances and celebrity appearances will be announced soon.

Rob Lloyd joined Hyperloop Technologies, Inc. as Chief Executive Officer and Member of the Board in September of 2015 after 21 years at Cisco Systems. Prior to joining Hyperloop, he was President of development, sales and the internet and responsible for 45,000 employees operating around the world.

Kevin Lyman is the founder and operator of 4Fini, Inc., a live event production company and brand strategy firm. His is the creative force behind the live production – Vans Warped Tour, which attracts 750,000 people annually and is the longest-running North American festival concert tour. (photo right: Kevin Lyman)



(photo below: George Stropolos)



George Stropolos is an entrepreneur and digital media pioneer. He is the Founder and CEO of Fullscreen Media, a global leader in social-first entertainment experiences serving creators, brands and consumers. The company is comprised of multiple divisions, including the world's largest network of online content creators, a talent management group, two award-winning production studios, a live events and touring business, a consumer products group, two premium subscription video-on-demand services and an in-house social media agency. Prior to founding Fullscreen Media in 2011, George worked at Google where he co-created the YouTube Partnership Program, enabling people around the world to generate revenue by creating original YouTube videos, and thus giving rise to a new generation of creative voices and stars.

The Gibson Foundation will officially launch **GuitarTown Kids** at Los Angeles Family Day. The project will officially kick off with the unveiling of a 10-foot Gibson Guitar sculpture designed by a local visual artist and autographed by celebrities for charity. **GuitarTown Kids** will include a collection of regular size guitars which will be designed by local artists and painted and autographed by celebrities and their kids. These guitars will then be displayed in early 2017 and later be auctioned during a **GuitarTown Kids** gala auction for the T.J. Martell Foundation's pediatric cancer research program at Children's Hospital Los Angeles.

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 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 \$270 million dollars for research that supports eight flagship hospitals in the United States. For more information on the T.J. Martell Foundation go to www.tjmartell.org.

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About Citi

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

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About The Grove

The Grove, developed by Caruso Affiliated in 2002, is one of the country's most acclaimed shopping, dining and lifestyle destinations, attracting visitors each year from Southern California and around the world. Blending an array of exciting, high-end retail choices with a community feel, The Grove is a gathering place where people can spend a whole day shopping, dining and spending time with family and friends. The Grove pulses with style, warmth and energy, which is why the world's leading brands and personalities come to The Grove to launch their latest ventures, and why many of its stores including Nordstrom, Barneys New York, Diane von Furstenberg, American Girl Place, J.Crew, Apple,

Crate and Barrel, MAC Cosmetics, Topshop Topman and Michael Kors achieve among the highest sales volumes of any in their respective chains. The Grove tops *Shopping Center Today's* list of top 10 shopping centers in the world based on sales per square foot. The Grove also ranks as #2 on *Fortune's*: 10 highest sales-generating shopping centers in the U.S. list.

Get the latest news and events for The Grove at www.TheGroveLA.com; on Twitter at www.twitter.com/TheGroveLA; on Facebook at www.facebook.com/TheGroveLA; on Instagram [@TheGroveLA](https://www.instagram.com/TheGroveLA); or download the Caruso app in the Apple or Google app stores.