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T.J. MARTELL FOUNDATION UNVEILS NEW VIDEO CAMPAIGN

International Artists Support Music's Promise for a Cure Campaign to Fund Leukemia, Cancer and AIDS Research

New York, NY – (May 1st, 2013) – The T.J. Martell Foundation, a 501(c)3 national non-profit organization supported by the music industry, is proud to unveil a series of videos for the “**Music’s Promise for a Cure**” Public Service Campaign to raise funds and bring awareness to the Foundation’s mission of funding leukemia, cancer and AIDS research.

The internationally renowned artists featured in the new videos include Jeff Bridges, T Bone Burnett, Elvis Costello, Chip Esten, Vince Gill, Amy Grant, Jonathan Jackson, and Keb ‘Mo.’ The video is available in [15-second](#), [30-second](#) and [60-second](#) formats; the longest format also features two cancer survivors pledging their support for the campaign. Viewers are urged to visit tjmartell.org to make a donation and a promise in honor of a loved one.

“**Music’s Promise for a Cure**” is the Foundation’s slogan that represents the years of support from the music industry which started 38 years ago when former music executive Tony Martell made a promise to his dying son, T.J., who had leukemia, that he would raise a million dollars so others would not suffer. Since then, the Foundation has raised more than \$250 million for research at eleven top hospitals in the United States in loving memory of T.J.

Companies can help by adding the “Music’s Promise for a Cure” the 15-second or 30-second spots to their on-air rotation. In return for any contributions, the Foundation will recognize the donors on the Foundation’s website, www.tjmartell.org. To obtain the PSA for on-air rotation, please contact Kate Fitzpatrick at 917.301.2572 or kfitzpatrick@tjmartell.org.

ABOUT THE T.J. MARTELL FOUNDATION

Founded in 1975 by music industry executive, Tony Martell, the T.J. Martell Foundation is the music industry’s largest foundation that funds innovative medical research focused on finding cures for leukemia, cancer & AIDS; it has provided over \$250 million over the past thirty-seven years. The Foundation funds early-stage research projects at eleven excellent institutions across the nation. This research is aimed at developing more effective clinical treatments for patients which otherwise might not be funded.

For more information on the T.J. Martell Foundation, please visit www.tjmartell.org. Join us on www.Facebook.com, www.twitter.com, www.pinterest.com, www.linkedin.com, and www.youtube.com.