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**“MUSIC FOR CHAMPIONS” BENEFIT CONCERT FEATURING RASCAL FLATTS
AND BOYZ II MEN RAISES \$_____ FOR CANCER RESEARCH**
Inaugural Event Benefits Arnold Palmer Hospital for Children and T.J. Martell Foundation

New York, NY – (March 20, 2012) – The inaugural Music for Champions benefit concert raised \$_____ at Hard Rock Live Orlando on Monday, March 19th. Music fans converged to enjoy performances by international supergroups Rascal Flatts and Boyz II Men while supporting the battle against cancer.

Proceeds from the concert will jointly benefit Arnold Palmer Hospital for Children and T.J. Martell Foundation for Leukemia, Cancer and AIDS Research. Says the Foundation’s CEO, Laura Heatherly, ...

The concert raised vital funds for cancer research through ticket sales and a live auction featuring a trip to the Country Music Awards; tickets to a Rascal Flatts concert and meet & greet; tickets to a Boyz II Men concert and meet & greet; guitars autographed by both groups; and a trip for two to the Hard Rock Punta Cana.

Quote from Jeff Muddell, Vice President, Arnold Palmer Medical Center Foundation?

The concert brought celebrities together with business, medical, music and sports industry executives to raise awareness and funds for innovative cancer research. The concert kicked off the 2012 Arnold Palmer Invitational Presented by MasterCard.

For more information, please contact the T.J. Martell Foundation at (646) 841-1394 or visit www.TJMartellFoundation.org.

ABOUT ARNOLD PALMER HOSPITAL FOR CHILDREN

In just over two decades, Arnold Palmer Hospital for Children has risen from a community hospital serving Central Florida to an internationally-known health care institution, now ranked as one of the country’s “Best Children’s Hospitals” by U.S. News & World Report. Arnold Palmer Hospital partners with MD Anderson Cancer Center Orlando to provide highly focused expertise and individual attention to critically ill children from around the state of Florida. Since 1995, our pediatric oncology and hematology doctors have cared for children diagnosed with a variety of cancer and blood disorders, including leukemia, central nervous system cancers, bone tumors, Hodgkin’s Disease, lymphoma, sickle cell disease and hemophilia. Increasingly, our clinicians are joining forces with researchers around the country and here in Orlando to perform research and develop innovative cancer treatments and protocols. Arnold Palmer Hospital for Children is committed to the ongoing process of discovery and innovation and proud to be the newest member of the T.J. Martell Foundation family.

ABOUT THE T.J. MARTELL FOUNDATION

Founded in 1975, 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 supports creative early-stage research projects aimed at developing more effective clinical treatments for patients, which otherwise might not be funded.

The Foundation began with a promise music industry executive Tony Martell made to his son, T.J. who was diagnosed with leukemia in 1973. T.J. asked his father to raise a million dollars so no one else would have to experience suffering as he did; his father agreed. Two years later, T.J. died and Tony honored his promise to his beloved son. A fundraising event in T.J.'s memory raised \$50,000 towards that promise. With the help of friends in the music industry, Tony Martell founded the T.J. Martell Foundation for Leukemia, Cancer and AIDS research in 1975. Since then, the Foundation has raised over \$250 million. The Foundation funds research projects at eleven institutions around the country including Arnold Palmer Hospital for Children.

ABOUT ARNOLD PALMER INVITATIONAL PRESENTED BY MASTERCARD

The Arnold Palmer Invitational Presented by MasterCard will hold its 34th annual tournament March 19-25, 2012. The Arnold Palmer Invitational Presented by MasterCard is one of Central Florida's signature events, a premier sporting event and a highlight of the PGA TOUR, attracting some of the greatest talent in golf. The entire event is overseen and directed by one of the game's all-time greats — Arnold Palmer. Proceeds from the tournament benefit Arnold Palmer Medical Center, including Arnold Palmer Hospital for Children and Winnie Palmer Hospital for Women & Babies.

ABOUT BOYZ II MEN

A truly iconic band, Boyz II Men redefined R&B and revolutionized the genre. This iconic group composed of Nathan Morris, Wanya Morris, and Shawn Stockman has earned the honor of being the best selling R&B group of all time, with an astounding 60 million albums sold. Celebrating their 20th anniversary this year, the band received a star on the Hollywood Walk of Fame and released a brand new album, *Twenty*, in October of 2011. The group's four Grammy Awards are just the tip of the iceberg: throughout their 20-year career, Boyz II Men have also won a whopping 16 American Music Awards, 9 Soul Train Awards, and 3 Billboard Awards.

ABOUT RASCAL FLATTS

Rascal Flatts debuted their last studio album, *Nothing Like This*, on Big Machine Records in the fall of 2010 at #1 on the Country album sales chart and became one of only four country acts to debut six consecutive studio albums at #1. Since their musical debut in 2000, the band has sold over 20 million albums and 25 million digital downloads and delivered 13 #1 singles to the top of the charts. The band is the most awarded country group of the past decade with over 40 trophies from the American Country Awards, Academy of Country Music Awards, American Music Awards, Country Music Association Awards, People's Choice Awards and more. In 2011, they were the most played group on country radio.