



For Immediate Release:

Marcie Allen Named President of T.J. Martell Foundation 2014 National Board of Directors

Tony Martell, Marcus Peterzell, Charlie Feldman, David Satler, Tom
Corson and Kid Leo Will Serve as Officers

Jennifer Breithaupt, Troy Carter and Marty Diamond
Will Serve as Directors of 2014 National Board



New York, New York... January 14, 2013.....The T.J. Martell Foundation for Leukemia, Cancer and AIDS Research has announced the appointment of three new Directors to their Board and has named a new President. Marcie Allen, President of New York City based music sponsorship agency MAC Presents, has been appointed as the new President of the T.J. Martell Foundation Board of Directors. She will serve as an Officer of the Board in this newly appointed role. Jennifer Breithaupt, Senior Vice President of Entertainment Marketing, Citi, Troy Carter, Founder & CEO of Atom Factory and Marty Diamond, East Coast head of Paradigm Talent Agency's Music Division have all been named 2014 Directors.

Marcie Allen, a longtime supporter and Board member of the T.J. Martell Foundation and honoree of the 2013 Women of Influence Awards, leverages her nineteen years of music industry experience to negotiate high profile sponsorships between the world's leading brands and artists. Emerging as a leader in the world of music sponsorship, Allen is an eight time nominee and three time winner of Billboard Magazine's Concert Marketing and Promotion Award. Allen was named to Billboard Magazine's Women in Music in 2010-2013. The list recognizes female executives who are driving the music business forward with vision, dedication and hard work. In 2013, Allen received Billboard's Humanitarian Award for her relief work on Beach 119th Street in Rockaway Park, NY following Hurricane Sandy. Allen was also recognized as one of seventeen Champions of Change by the White House in April, 2013.

"I'm both honored and thrilled to be named President of the T.J. Martell Foundation's 2014 National Board of Directors," said Marcie Allen. "The foundation has made such a significant impact through the funding of critical research and I look forward to advancing this mission in my new role."

Joining Allen as a 2014 Director is **Jennifer Breithaupt** who serves as Senior Vice President of Entertainment Marketing for Citi. She oversees a team of brand/marketing specialists focused on creating and executing high impact, non-traditional programs and special events that deliver exclusive access for Citi customers. Jennifer and her team have created and managed some of the most exciting, marketing and branded entertainment programs in the financial services industry including: *Traveling Through Life Concert Series* with Dave Matthews, Prince, Mary J Blige, Aerosmith, Tony Bennett and Christina Aguilera, *Private Pass*®, Citi's award winning entertainment access program and also exclusive content and advertising partnerships with Katy Perry, One Direction, Billy Joel to name a few. Additionally Breithaupt oversaw the strategic alliance between Citi and Live Nation.

Troy Carter, Founder & CEO of the Atom Factory and 2013 honoree of the T.J. Martell Foundation Artworks for the Cure, is a renowned music manager who founded the pioneering entertainment and music management company, Atom Factory. Carter has established the careers of numerous recording artists including multi-platinum GRAMMY Award winner Lady Gaga. In 2011, he co-founded The Backplane, a silicon valley based startup that redefines social media by allowing celebrities and brands to connect with fans, foster community and cultivate brand loyalty. The following year, he created A/IDEA, a product development and branding agency, as well as AF Square, an angel fund and technology consultancy.

Marty Diamond, East Coast Head of Paradigm Talent Agency's Music Division and 2013 Honoree of the T.J. Martell Foundation's New York Family Day was previously President of Little Big Man Booking, a boutique music agency acquired by Paradigm in 2006. Diamond founded Little Big Man in 1994 after stints at Arista Records, Bill Graham Management and Manhattan music venue The Ritz. He oversaw Little Big Man's growth from a two-person operation to the leading small agency in North America, with a roster including Coldplay, Ed Sheeran, Sigur Ros, David Gray, Blue Emeli Sande, Interpol, Franz Ferdinand, Metric and Sara Bareilles. Under Diamond's leadership Little Big Man won the Pollstar Award for Small/Boutique Booking Agency 10 out of 11 consecutive years from 1996-2000 and 2002-2006. Diamond also won Pollstar's highest individual honor, 1997's Agent of the Year. Since its founding in 1992, Paradigm has established itself as a leading entertainment talent agency, guiding its client roster through motion picture, TV, Music, Comedy and personal appearances, theatre, books, new media, commercial and physical production.

"I am thrilled with our new Board appointments, said Laura Heatherly, CEO of the T.J. Martell Foundation. "The vast wealth of knowledge, passion and expertise Marcie Allen brings as President of the Board of Directors along with our newly appointed Officers as well as Directors Jennifer Breithaupt, Troy Carter and Marty Diamond is remarkable." "All of these incredibly talented industry leaders will join together to continue Tony Martell's lifetime mission of raising awareness and funding for cutting-edge Leukemia, Cancer and AIDS research."

Officers of The T.J. Martell Foundation 2014 National Board of Directors include an esteemed group of industry leaders including **Tony Martell** (Chairman & Founder of the T.J. Martell Foundation), **Marcie Allen** (President of MAC Presents), **Marcus Peterzell** (Executive Vice President Entertainment – Ketchum Sports and Entertainment), **Charlie Feldman** (Vice President of Writer-Publisher Relations – BMI), **David Salter** (Chief Operating Officer at Barclays Wealth & Investment Management), **Tom Corson** (President & COO, RCA Records) and radio legend **Kid Leo** (Program Director of Little Steven's Underground/Sirius XM and President of LJT Entertainment).

2014 Advisory Members elected include **John Huie**, co-head of Creative Artists Agency in Nashville and **David Corlew**, President of Blue Hat Records and longtime manager of Charlie Daniels.

The Board of Directors for 2014 include Marcie Allen, Jennifer Breithaupt, Troy Carter, Bob Chiappardi, Tom Corson, Derek Crowover, Marty Diamond, Wendy Dio, Paul Donahue, Charlie Feldman, Dick Gary, Elsa Gary, Bruce Gearhart, Jody Gerson, Daniel Glass, Lisa Ryan Howard, Charlie Jones, Joel Katz, Rick Krim, Kid Leo, Paul LiCalsi, Avery Lipman, Monte Lipman, Dennis Lord, Debbie Martell, Tony Martell, Glenn Nordlinger, Melissa Ormond, Marcus Peterzell, Marc Reiter, David Satler, Julie Swidler, Julie Talbott, Andy Tavel and Ron Wilcox.

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, 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 twelve top hospitals in the United States. For more information on the T.J. Martell Foundation go to www.tjmartell.org

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