

FOR IMMEDIATE RELEASE

**T.J. MARTELL FOUNDATION LAUNCHES
MUSIC'S PROMISE FOR A CURE CAMPAIGN**

New York, NY (January 7th, 2013) –The T.J. Martell Foundation, a 501(c)3 national non-profit organization supported by the music industry, launched 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.

“**Music’s Promise for a Cure**” is the Foundation’s slogan that represents the years of support from the music industry which started 37 years ago when former music executive Tony Martell made a promise to his dying son, T.J. 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.

Premiere Networks is the first company that agreed to be part of the campaign by airing public service spots across their programming. The spots include recording artists such as Tim McGraw, Faith Hill, Lady Antebellum, Darius Rucker, Kelly Clarkson, Reba, The Band Perry, Eric Church and the Zac Brown Band.

“We are proud to be associated with the T.J. Martell Foundation and are happy to support this campaign by airing their public service spots during our programming,” said Julie Talbott, President of Content and Affiliate Services for National Media Groups, Clear Channel Media and Entertainment. “Our goal is to encourage other companies in the media business to join us in helping the Foundation gain national awareness and raise much needed funds for this worthy cause.”

Companies in the media business can help by adding the “Music’s Promise for a Cure” banner ad to their websites (with a link back to the Foundation), or provide space for the full page ad in their publications. Radio can add the 30-second spots to their on-air rotation. In return for any ad contributions, the Foundation will recognize the donors on the Foundation’s website, www.tjmartell.org.

For those interested in making a contribution, please contact Kate Fitzpatrick at Kfitzpatrick@tjmartell.org or call (917) 301-2572.