



STARVISTA LIVE PARTNERS WITH T.J. MARTELL FOUNDATION

(Nashville, Tennessee...) – August 16, 2018 -- StarVista LIVE, the premiere company producing seven star-studded, music-themed cruises, is proud to announce a new partnership with the T.J. Martell Foundation. In addition to supporting many of the T.J. Martell Foundation's initiatives and events, StarVista LIVE will make a donation to the Foundation for every cabin booked on any of the seven cruises using the exclusive code TJMARTELL.

"I had the honor of knowing Tony Martell, who created this incredible legacy, and we are fortunate to be a small part in delivering on Tony's promise blending this important work with great music and fun events," said StarVista LIVE Senior VP Mike Jason. "We are excited about formalizing our relationship with Martell to help raise awareness and funds so they can continue their life-saving cancer research."

In addition to sharing the incredible story of the Foundation with StarVista LIVE cruise guests, the company will be donating cabins on cruises and working with artists to secure signed memorabilia for select silent auction events, volunteering for T.J. Martell Foundation events and donating funds that the company, cruise artists and generous patrons raise through cruise events and activities.

StarVista LIVE will host the T.J. Martell Foundation's popular Best Cellars Dinner at Intercontinental The Willard in Washington, DC on November 2, 2018. Plans are also in the works for an exclusive artist/guest BBQ during the 2019 Country Music Cruise on Holland America's private island Half Moon Cay.

"We are very grateful for the incredibly generous support of the entire StarVista LIVE family," says T.J. Martell Foundation CEO Laura Heatherly. "From the terrific artists performing on the cruises, many of whom have already been involved with the T.J. Martell Foundation, to the StarVista LIVE executives and staff volunteering and fundraising on our behalf, this partnership will make a huge impact on our cutting-edge cancer research programs."

About T.J. Martell Foundation:

The T.J. Martell Foundation is the music industry's leading foundation that funds innovative medical research focused on finding treatments and cures for cancer. 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 \$280 million dollars for research that supports flagship hospitals in the United States. For more information on the T.J. Martell Foundation visit www.tjmartell.org.

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About StarVista LIVE:

StarVista LIVE creates unique entertainment experiences that bring fans together to relive their favorite moments, create new memories, and enjoy unparalleled access to the superstars they love. StarVista LIVE cruise events include the [Malt Shop Memories Cruise](#), the [Soul Train Cruise](#), [The Country Music Cruise](#), [The Flower Power Cruise](#), the ['70s Rock and Romance Cruise](#), [the Southern Rock Cruise](#) and the [Ultimate Disco Cruise](#). StarVista LIVE is a division of Direct Holdings Global. Direct Holdings Global is a leading multi-channel marketer with a broad portfolio of products and services, most notably associated with the success of the StarVista / Time Life brand, delivered with a commitment to excellence and integrity. Additional information about StarVista LIVE can be found at:

www.StarVistaLIVE.com

<https://www.facebook.com/StarVista-LIVE>

<https://www.linkedin.com/company/starvista-live>

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