

*For Immediate Release*



## **STARVISTA LIVE RAISES OVER \$75,000 FOR T.J. MARTELL FOUNDATION**

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(Nashville, Tennessee...) – February 19, 2019 – Guests on StarVista LIVE’s recent Southern Rock Cruise and The Country Music Cruise opened their hearts and their wallets to the tune of over \$75,000 to benefit the T.J. Martell Foundation. The partnership between StarVista LIVE, the premiere company producing seven star-studded, music-themed cruises, and the T.J. Martell Foundation was announced last year.

“We really stressed to our cruisers the strides and breakthroughs that have been made through the efforts of the T.J. Martell Foundation, and we were absolutely blown away by the generosity on these two events,” said Mike Jason, Senior Vice President, StarVista LIVE. “I am looking forward to a long and prosperous relationship between our two entities.”

Two guitars autographed by all of the artists on each cruise were sold in live auctions on both cruises and brought in an astounding \$61,000. Eight framed lyric sheets and autographed photos by Country Music Cruise performers Patty Loveless, The Oak Ridge Boys, Joe Diffie and others brought in an additional \$13,000. Shenandoah’s Marty Raybon and Mike McGuire were joined by Jimmy Fortune for an acoustic performance at an exclusive brunch benefitting T.J. Martell Foundation on The Country Music Cruise’s stop at Holland America’s beautiful private island of Half Moon Cay.

“We are very grateful for the generous support of the StarVista LIVE team and the winning bidders in the Southern Rock Cruise and Country Music Cruise auctions. The funds raised will benefit our cutting-edge cancer research programs at flagship hospitals across the country,” said Laura Heatherly, CEO of the T.J. Martell Foundation. “The auctions were a great way for fans to bid on special music memorabilia signed by the artists and make a charitable contribution at the same time.”

In addition to onboard fundraising efforts and sharing the incredible story of the Foundation with StarVista LIVE cruise guests, the company has committed to make a donation to the Foundation for every cabin booked on any of the seven cruises using the exclusive code TJMARTELL.

All Photos Credit: StarVista LIVE



Executive Producer Mike Robertson (l.) and StarVista LIVE Senior Vice President Mike Jason (r.) with 2019 Southern Rock Cruise autographed guitar auction winners.



StarVista LIVE Senior Vice President Mike Jason (l.), Executive Producer Mike Robertson (second from left) and T.J. Martell Foundation Executive Director Tinti Moffat

(r.) congratulate autographed guitar auction winners on The 2019 Country Music Cruise.



T.J. Martell Foundation Executive Director Tinti Moffat (l.) and The 2019 Country Music Cruise Host Jason Venner (r.) congratulate autographed guitar auction winners on The 2019 Country Music Cruise.

**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](http://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 and Time Life brand, delivered with

a commitment to excellence and integrity. Additional information about StarVista LIVE can be found at:

[www.StarVistaLIVE.com](http://www.StarVistaLIVE.com)

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

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

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