



## **T.J. Martell Foundation and BANDED announce partnership** *Fashion and lifestyle brand to help in the fight against cancer, leukemia and AIDS*

**NASHVILLE, Tenn. – April 22, 2015 –**The [BANDED™](#) Brand, makers of the original no-slip, no-pain headband, is partnering with the [T.J. Martell Foundation](#) in their efforts to raise funds for innovative medical research focused on finding cures for leukemia, cancer and AIDS.

When Banded launched in 2012, the company created a business model designed to give back and provide hope. The T.J. Martell Foundation provides hope and patient services for those facing life-threatening diseases.

"It's a perfect time for us to be partnering with Banded," said Laura Heatherly, CEO of the T.J. Martell Foundation. "We are focused on women's health and wellness initiatives across the country. Headbands are the perfect accessories that everyone could use for working out. We are appreciative for this wonderful partnership that will help raise funds for our breast and ovarian cancer research programs."

"We are thrilled to partner with the T.J. Martell Foundation," said Matt Gelfand, founder and managing partner, Franklin, Tenn.-based LB Innovation Group, creator of Banded. "Giving back and providing hope are core tenets of our business and we've been incredibly impressed with the accomplishments the foundation has made over 40+ years, and are looking forward to aiding them in their efforts to raise money to fight these devastating diseases."

Attendees at the T.J. Martell Foundation's Women of Influence Awards & Luncheon held in New York on Friday, May 1 and in Los Angeles on Friday, May 15 will receive a special Banded headband created to raise awareness for breast and ovarian cancer. Banded will also be represented at additional events hosted by the foundation throughout the year.

Ten percent of online sales at [www.banded2gether.com](http://www.banded2gether.com) will be donated to the foundation. To learn more about the partnership and how you can help provide hope, visit [www.tjmartell.org](http://www.tjmartell.org).

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### **About BANDED™**

Founded in 2012, BANDED™ was created to solve the problem of finding a perfect headband that stayed on, didn't cause headaches and looked good too. Its patent-pending design ensures a no-slip, no-pain fit. And with more than 200 headband styles – and BANDED's™ new fashion products – there's an option for everyone. The company's 1 = 3 business model provides three meals to children in Uganda through Amazima Ministries' feeding program for each product sold. To date, BANDED has provided over 1.6 million meals through the partnership. To learn more and to purchase online, visit [www.banded2gether.com](http://www.banded2gether.com), follow at [twitter.com/banded2gether](https://twitter.com/banded2gether) and like at [facebook.com/banded2gether](https://facebook.com/banded2gether).

### **About 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 was founded by music industry executive Tony Martell and his colleagues in loving memory of his son T.J., who died of leukemia. 2015 marks the 40th Anniversary of the T.J. Martell Foundation which has provided more than \$270 million dollars to top research hospitals in the United States. To learn more about the T.J. Martell Foundation, please go to [tjmartell.org](http://tjmartell.org).

### **MEDIA CONTACT**

Amy Kovar, APR  
Gray Public Relations  
615.497.1799  
[akovar@graypr.com](mailto:akovar@graypr.com)