

me for you

FOR IMMEDIATE RELEASE:

**THE T.J. MARTELL FOUNDATION  
AND CITI LAUNCH THE “ME FOR  
YOU” MOVEMENT**

*A Powerful New Social Campaign That Brings Women Together  
Worldwide and Gives Them the Tools and Motivation They  
Needs to Put Themselves First*

**OFFICIAL LAUNCH IS FRIDAY, MAY 10, 2019 AT 1:00 P.M. ET**

**New York, New York – (May 7, 2019)** – The T.J. Martell Foundation for Cancer Research has announced the “Me For You” movement. The “Me For You” movement is in partnership with Citi and is designed to bring women together from all over the globe and change the way they think about self-care.

“Me For You” will motivate women to take real steps, no matter how big or how small, in their own self-care. It will encourage them to devote more time to themselves and support other women to do the same. The campaign is co-chaired by Jennifer Breithaupt, Global Consumer CMO Citi and Ruby Marchand, Vice Chairman, The Recording Academy. Both women serve on the T.J. Martell Foundation National Board of Trustees.



On Friday, May 10, 2019 at 1:00 p.m. ET, The T.J. Martell Foundation will launch “Me For You” via Facebook, Instagram, Twitter and LinkedIn. The Foundation’s goal is to have women from across the world join via their own social media platforms to create an extraordinary show of women taking control of their lives and working towards bringing other women together to create time for their own health and to focus on cancer awareness and prevention.

*“Me For You” is one of the most aggressive campaigns the T.J. Martell Foundation has produced and will bring together women of*

*all diverse backgrounds and socio-economic lifestyles. The movement will raise funds for women’s cancer research. There is nothing more powerful than women banding together for a common cause. We hope all women take a moment to join this worldwide opportunity to support other women and make a difference.” –*

*Laura Heatherly, CEO, The T.J. Martell Foundation*

Here’s how to be involved:

Take a selfie or find one on your phone that you love.

- 1.) Visit [tjmartell.org/meforyou](http://tjmartell.org/meforyou), make a donation to cancer research and upload your photo to join the mosaic of inspiring women banding together to support each other.
- 2.) Post your selfie on your social media with a caption pledging to take care of yourself and the women in your life. Please tag [#meforyou](https://www.instagram.com/meforyou) [#tjmartell](https://www.instagram.com/tjmartell) [#musicspromiseforacure](https://www.instagram.com/musicspromiseforacure).
- 3.) Make sure to post it on May 10 at 1:00 p.m. ET so that our worldwide supporters cause a viral sensation like none other.

- 4.) Tag friends who would benefit from a reminder to practice self-care and put themselves high on their "to do" list. Encourage them to post their own selfies with [#meforyou](#) [#tjmartell](#) [#musicspromiseforacure](#).
- 5.) Following the prompts at [tjmartell.org/meforyou](http://tjmartell.org/meforyou), create your own personalized fundraising page where you can share your story, add photos, and invite family, friends, and colleagues to make online gifts and join you in your mission to advance innovative cancer research.

“Me For You” is a first-of-its-kind for women. [Tjmartell.org/meforyou](http://Tjmartell.org/meforyou) will list a variety of resources including screening recommendations listed by age and will serve as reminders to take the time to take care of themselves.

*“I am so proud to be a part of the Me For You movement that The T.J. Martell Foundation is launching. This movement advocates for women’s health and wellness through a promise with another woman in our lives. It’s real, it’s actionable and it brings us together. As business leaders, mothers, sisters, daughters, friends - we owe it to ourselves and the women around us to start putting our health first.” – Jennifer Breithaupt, Me For You Co-Chair, T.J. Martell Foundation National Board of Trustees*

*“I am honored to co-chair Me For You with Jennifer Breithaupt. We invite you to join us and the T. J. Martell Foundation to spread the word and launch a movement that will empower women to prioritize our health, through a promise based on love and trust.” – Ruby Marchand, Me For You Co-Chair, T.J. Martell Foundation National Board of Trustees*

Video clip of Me For You: <https://vimeo.com/333643310/cab91ada8d>

### **About the 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 for research at flagship hospitals in the United States. For more information, please visit [www.tjmartell.org](http://www.tjmartell.org).

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