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**FORMAN BROS. STRATEGIC MARKETING & MOVIE TUNES, BRING  
MESSAGE OF HOPE TO MOVIEGOERS**

*Sheryl Crow records City of Hope public service message to air in 16,500 movie theatres*

LOS ANGELES (October 2, 2006) – Singer/songwriter Sheryl Crow will let moviegoers across the country know more about City of Hope through a series of public service announcements (PSAs) the star recorded this fall. The announcements will be aired in part through a partnership with Movie Tunes LLC, Forman Bros. Strategic Marketing and City of Hope’s Music & Entertainment Industry campaign. The PSAs will air in 16,500 theaters from September 29 through October 26 of this year.

“I am so very proud and excited to participate in this partnership, which will enable City of Hope to reach millions of people nationwide this October,” said Forman Bros. Holdings, founder David Forman. “I am grateful to my partners at Movie Tunes, especially Joel Newman, for lending absolute support, and to the staff at City of Hope and the Music & Entertainment Committee. In addition to airing the PSAs, we will also urge record industry members placing music in our program to join us in the program by adding an additional tagline in support of City of Hope.”

Motivated by its commitment to innovative medical research and quality patient care, and inspired by the guiding humanitarian principles of City of Hope, a group of key industry executives founded the Music & Entertainment Industry chapter. In its 30 years of dedicated efforts, the chapter has grown to include all the major music labels such as Universal Music Group and Warner Bros. The industry has raised well over \$50 million through benefits, promotions and partnerships to support ongoing programs at City of Hope.

**About City of Hope**

City of Hope is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. Designated as a Comprehensive Cancer Center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope’s research and treatment protocols impact care throughout the nation. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics and shares its scientific knowledge with medical centers locally and globally, helping patients battling serious diseases. For more information, visit [www.cityofhope.org](http://www.cityofhope.org).

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## **City of Hope/Forman and Movie Tunes**

### **About Forman Bros. Holdings, Inc.**

Forman Bros. Strategic Marketing, a division of Forman Bros. Holdings Inc. Company principal, David Forman serves as a Sr.VP & Executive Advisor at Movie Tunes, providing strategic marketing and sales efforts on all theatre programs and product placement of music, film and gaming titles at (14,000 US) Shell Oil convenience stores. In addition to masterminding its partnership with City of Hope, Forman Bros. was the architect behind the GRAMMY® Awards program, benefiting the GRAMMY Foundation® and MusiCares®. Forman Bros. Holdings Inc. also consists of Forman Bros. Recordings, an International A&R company, and representative of Premier Muzik International (royalty recovery, neighboring rights and forensic accounting on copyright issues). With more than three decades of history of working for the majors since immigrating from Canada, company founder David Forman is best known to his international colleagues and film/TV music supervisors for his involvement with Eva Cassidy, Al Jarreau, Mamontovas, Dreamhouse, London Bus Stop, Mudmen and The Elefantz. David Forman is a key member of the executive team that organizes the MUSEXPO International A&R Conference each May in Los Angeles.

### **About Movie Tunes LLC**

Movie Tunes having been in business for more than 14 years, is the world's largest in-theater music marketing and promotions company that dominates theatres in the Top 200 DMAs. Audio and On-Screen (big screen) programming reach over a billion moviegoers each year guaranteeing music exposure nationwide in markets such as New York, Los Angeles, Chicago, Boston, San Francisco, Detroit and Cleveland. In addition, our Broadcast Impressions Group (B.I.G.) creates music programming on over 175 U.S. College campuses reaching well over 15 million students monthly (Varsity College Network). This month (October) marks the launch of B.I.G.'s new retail distribution program with the Shell Oil Company.

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