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Movie Tunes, Forman Bros. Strategic Marketing Bring Message to Moviegoers

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

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LOS ANGELES, October 2, 2006 – Singer/songwriter Sheryl Crow will help raise awareness and the lifesaving research and treatment programs of City of Hope through a series of public service announcements (PSAs). 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.

"We are so very proud to participate in this partnership and to bring an important message to moviegoers about cancer research and treatment," said Forman Bros. Holdings founder David Forman. "It is extremely fortunate to have Sheryl Crow donated her time and talent to this project. Her experience as a cancer survivor is inspiring and illustrates so clearly the importance of research at places like City of Hope. We are also grateful to our partners at Movie Tunes, especially Joel Newman, for their support, and to the staff at City of Hope and the Music & Entertainment Committee." Forman added that in addition to airing the PSAs, the company will also urge record industry members placing music in movies to join them in their support by adding an additional tagline mentioning 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 raised over \$50 million through benefits, promotions and partnerships to support important research, treatment and education 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 <http://www.cityofhope.org/>.

About Forman Bros. Holdings Inc.

Forman Bros. Strategic Marketing is a division of Forman Bros. Holdings Inc. Company Prin

Forman serves as a senior vice president and executive advisor at Movie Tunes, providing marketing and sales efforts on all theatre programs and product placement of music, film and titles at 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. Records, an International A&R company, and Premier Muzik International (royalty recovery, neighborhood and forensic accounting on copyright issues). With more than three decades of history of working with 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, 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

In business for more than 14 years, Movie Tunes is the world's largest in-theater music marketing and promotions company, dominating 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 major 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 college campuses reaching well over 15 million students monthly (Varsity College Network). October marks the launch of B.I.G.'s new retail distribution program with the Shell Oil Company.

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