



City of Hope

Smokey Robinson joins fight against cancer

Legendary recording artist records public service announcements for City of Hope; Forman Bros. in association with DMI Music & Media Networks to release spots in movie theaters nationwide

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LOS ANGELES – This year, more than 1.4 million people will be diagnosed with cancer. To help raise awareness and support for cancer research and treatment, Forman Bros. and DMI Music are releasing public service announcements (PSAs) recorded by legendary musician, composer and Rock and Roll Hall of Famer Smokey Robinson. The video PSAs will screen in 17,000 movie theaters in select cities nationwide throughout September and October, including New York, Boston, Philadelphia, Atlanta, Los Angeles, Chicago, Nashville, Dallas, San Francisco and Seattle.

The PSAs will highlight the groundbreaking research and treatment programs of City of Hope, a leading research and treatment institution for cancer and other life-threatening illnesses. The announcements were made possible in part through a strategic partnership between Forman Bros. (in association with DMI Music & Media Networks and Bedford Music Marketing) and City of Hope's Music and Entertainment Industry.

"City of Hope's commitment to quickly move scientific discoveries into better treatments for patients is a message we are excited to share with our audiences," said David Forman, founder, Forman Bros. "Our commitment these past four years to City of Hope is something most rewarding. We are extremely grateful for the tremendous support from Smokey Robinson, Andy French at DMI Music and Lisa Frank at Bedford Music Marketing and Forman Bros. VP, Mark Hill for helping bring this endeavor to fruition this year. We are all proud to join with the Music and Entertainment Industry this way."

"Through the dedicated efforts of Forman Bros., and their relationships in the music and entertainment industry, City of Hope is able to reach out to more

people and enlist their support in finding cures for cancer,” said Britta Bucholz, senior director of development, City of Hope. “We are grateful for the generosity of Smokey Robinson, whose commitment and talent will help ensure patients everywhere have a fighting chance against cancer.”

Inspired by the guiding humanitarian principles of City of Hope and motivated by the institution’s commitment to innovative medical research and quality patient care, a group of key industry executives founded the Music and Entertainment Industry group in 1973. In its 36 years of dedicated efforts, the group has grown to include all the major music labels such as Universal Music Group, Disney Music Group, Sony BMG and Warner Bros. The industry group has raised in excess of \$80 million through benefits, promotions and partnerships to support ongoing programs at City of Hope. For more information about City of Hope’s Music and Entertainment Industry, contact Mary Carlzen at 800-544-3541, ext. 26542, or visit www.cityofhope.org/music.

About Forman Bros. Holdings Inc.

Forman Bros. Holdings, Inc was established in 1995 as an International A&R/Marketing company, marketing and brokering deals for Luciano Pavarotti, Al Jarreau, Lionsgate soundtracks, and Tommy James, L.A. Carpool and Mudmen. Additional marketing affiliations include: The Varsity College Network which is a marketing division that consists of 179 US Universities that show video on campus, a media partnership with The GRAMMY Awards® and a charitable media partnership with The City Of Hope. The company’s International Neighboring Rights arm along with its worldwide associates have been extremely successful in recovering performance revenues owed artists and master owners in all countries that are signatory to the Rome Convention of 1961. Neighboring Rights artists include: Jimi Hendrix, Ray Charles, & Sweet Pea Atkinson. Forman Bros. Recordings and Parc & Laurier publishing divisions scout music from various parts of the globe and work closely with music supervisors in Film, TV and commercials. The catalogue now boasts close to 1000 recordings.

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 advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of “America’s Best Hospitals” in cancer and urology by U.S. News & World Report. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics.