
Z100 TEAMS UP WITH STAND UP TO CANCER FOR Z100'S JINGLE BALL 2008



New York, September 3, 2008 - Z100, New York's Hit Music Station, is teaming up with *Stand Up To Cancer* (www.standup2cancer.org), an initiative to raise philanthropic dollars for accelerating ground-breaking cancer research established by a group of media, entertainment and philanthropic leaders, whose lives have all been affected by cancer in significant ways.

Elvis Duran, host of *Elvis Duran and the Z100 Morning Show*, made the announcement today that *Stand Up To Cancer* will be the official charity of *Z100's Jingle Ball 2008*. This year's star-studded event is presented by H&M and will take place on Friday, December 12th at Madison Square Garden at 7:30pm. The show is a must see annual holiday event that sells out in minutes.

On September 5, 2008 (8 p.m. EDT and PDT) ABC, CBS and NBC will donate one hour of simultaneous commercial-free primetime for the nationally televised fundraising event aimed at rallying the public around the goal of ending cancer's reign as a leading cause of death. The special will feature stars from film and television who will perform as well as present filmed content giving viewers insight into cancer. The broadcast also will feature the premiere of "Just Stand Up," the all-star charity single benefiting Stand Up To Cancer and produced by L.A. Reid and Kenny "Babyface" Edmonds in their first creative reunion on record in nearly two decades. The performance features more than a dozen of the world's most accomplished female recording artists including Mariah Carey, Beyoncé, Mary J. Blige, Rihanna, Fergie, Sheryl Crow, Miley Cyrus, Melissa Etheridge, Ashanti, Natasha Bedingfield, Ciara, Keyshia Cole, Leona Lewis, LeAnn Rimes, and Carrie Underwood.

Tom Poleman, Z100's SVP of Programming stated: "All of us at Z100 were emotionally touched upon hearing 'Just Stand Up' for the first time. The response from our listeners was equally passionate. So much so, that we felt compelled to do whatever we could to continue the momentum of Stand Up To Cancer locally in the tri-state area. Z100's Jingle Ball is our marquee event and a great way for us to work directly with our listeners to make a difference."

Laura Ziskin, executive producer of the September 5th broadcast special and a cancer survivor stated: "Cancer claims one person every minute of every day in the United States. Every year in this country, it takes the lives of more than half a million people. We want everyone to know that they can make a difference in this fight and I want to

thank Z100 for their generous support of 'Just Stand Up' and for helping us continue to drive awareness for *Stand Up To Cancer* long after the broadcast is over."

As a result of the teaming, Z100 will host a special page on Z100.com promoting awareness of the cause and Public Service Announcements will air thru the year. For each ticket sold via Ticketmaster, \$1 will be automatically donated to the charity along with an option to contribute more. *Stand Up To Cancer* will also be present at the Z100 All Access Lounge which takes place from 12-6pm at Roseland Ballroom, 239 W 52nd St, New York, NY.

For up-to-minute information on Z100's Jingle Ball 2008 including full concert line-up and when to purchase tickets, listen to Z100, New York's Hit Music Station, or log on to www.z100.com keyword: Jingle Ball.

About Stand Up To Cancer

Stand Up To Cancer is a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, and was established by a group of media, entertainment and philanthropic leaders, whose lives have all been affected by cancer in significant ways.

Stand Up To Cancer's leadership team includes Katie Couric; Laura Ziskin executive producer of the September 5th telecast and a cancer survivor; the Entertainment Industry Foundation, represented by Board of Directors Chairperson Sherry Lansing (who is also Founder of the Sherry Lansing Foundation), CEO Lisa Paulsen, and Vice President Kathleen Lobb; the Noreen Fraser Foundation and its executives Noreen Fraser (who is also a cancer survivor) and Woody Fraser, and Rusty Robertson and Sue Schwartz also of the Robertson Schwartz Agency; and nonprofit executive Ellen Ziffren, whose husband, noted L.A. attorney Ken Ziffren, played a pivotal role in bringing together the three networks for the broadcast special.

Stand Up To Cancer's innovative approach to research is designed to eliminate barriers that have traditionally inhibited creativity and collaboration by enabling the best and brightest investigators from leading institutions across the country and internationally to work together. These collaborative "Dream Teams" will pursue the most promising research, accelerating the discovery of new therapies for cancer patients and advancing efforts in cancer prevention research. Stand Up To Cancer monies will also be used for some high-risk, high-impact cancer research proposals, which are often not supported by conventional funding sources. The American Association for Cancer Research (AACR), the oldest and largest scientific organization in the world focusing on every aspect of high-quality, innovative cancer research, will conduct expert scientific review of the research projects and administer funds raised through the initiative under the direction

of a Scientific Advisory Committee.

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