

1,300 MMRF Supporters Celebrate at Fairfield County's Largest Benefit

Recording Legend Berry Gordy Honored at Mega-Fundraiser for Cancer Research

November 9, 2013: (Old Greenwich, Conn.) — Over 1,300 supporters showed their commitment to the Multiple Myeloma Research Foundation (MMRF) Saturday by attending what was Fairfield County's largest charity benefit of the year.

Motown founder and recording legend **Berry Gordy** was honored with the MMRF's Spirit of Hope Award. The MMRF's 17th annual Fall Gala included a breathtaking concert with performances by Grammy-winning R&B artist **Ne-Yo**, Motown performers Chrisette Michele and Kevin Ross, and Broadway star Charl Brown, who currently appears in *Motown: The Musical*.

Mr. Gordy, a generous and actively involved advocate of many causes, is a staunch supporter of the Norwalk-based MMRF—a leading nonprofit for the research and treatment of this incurable blood cancer.

“Over the years I've witnessed monumental changes occurring in our nation and in our world,” **Mr. Gordy** said, “revolutionizing the way we think and feel about each other. Now we have the opportunity to see a whole new revolution in the area of cancer research. The MMRF is leading that revolution with its unique approach to collaborative research and patient empowerment. They're revolutionizing cancer treatment.”

The Spirit of Hope Award is the MMRF's highest honor and is given in recognition of extraordinary contributions for the greater good. Past recipients of this distinguished award include Clive Davis, Diana Krall and Stevie Wonder.

“The MMRF, which itself is a visionary organization in cancer treatment, has recognized a great visionary in Mr. Gordy,” **Ne-Yo** said. “It's an honor to help celebrate his amazing contributions to music and more.”

Over 1,300 of the region's most generous and active philanthropists filled the Greenwich Hyatt Regency, which rocked to the music and celebrated this vital cause. Well-known attendees included music producer Clive Davis, news anchor Brian Williams, Self magazine editor Lucy Danziger, **((and T/K))** ...

Along with honoring Mr. Gordy, the MMRF bestowed its Courage and Commitment Award on music industry executive and philanthropist Charles Goldstuck, a longtime MMRF supporter.

“Seeing the power of one amazing performer—like Ne-Yo or Charl Brown—captivate a room of 1,300 is a perfect metaphor for the MMRF, where the work of just a few affects so many,” Goldstuck said. “The MMRF has transcended its small size to dramatically transform the entire cancer research industry, harnessing technology to create a unique collaborative model that's putting speed and efficiency into the whole system.”

The MMRF is one of the top-rated charities in existence. Funds raised through this Gala will go toward various research programs and patient initiatives.

“It's amazing to see so many outstanding people come together to support our mission,” said Kathy Giusti, MMRF founder. “The MMRF recognizes the power of the individual to create change, and that's how we're creating a revolution in the treatment of cancer—one person at a time.”

About Berry Gordy

Mr. Gordy's contributions to music are legendary, beginning as a songwriter in the 1950's. By 1960 he established himself as a producer and entrepreneur, ultimately creating the Detroit-based record company that came to be known as “Hitsville U.S.A.,” with a list of artists that has included the Supremes,

The Temptations, The Miracles, Marvin Gaye, Stevie Wonder and the Jackson 5. The “Motown Sound” reached out across a country that was racially divided and politically charged, to transform popular music. Actively involved in the Civil Rights movement as well, Mr. Gordy’s unparalleled contribution to music and popular culture served as a beacon of hope during a turbulent time in our country’s history.

About Charles Goldstuck

Mr. Goldstuck is currently President and Chief Executive Officer of TouchTunes Interactive Networks, and has been a longtime friend and supporter of the MMRF. A current board member of the City of Hope Children’s Hospital Foundation, he also serves as Vice Chair of the Entertainment, Media & Communications Division of the UJA Federation.

About Multiple Myeloma

Multiple myeloma is an incurable blood cancer. The five-year relative survival rate for multiple myeloma is approximately 41 percent, one of the lowest of all cancers. In 2013, more than 20,000 adults in the United States will be diagnosed with multiple myeloma, and nearly 11,000 people this year are predicted to die from it.

About the Multiple Myeloma Research Foundation (MMRF)

The Multiple Myeloma Research Foundation (MMRF) was established in 1998 as a 501(c)(3) non-profit organization by twin sisters Karen Andrews and Kathy Giusti, soon after Kathy’s diagnosis with multiple myeloma. The mission of the MMRF is to relentlessly pursue innovative means that accelerate the development of next-generation multiple myeloma treatments to extend the lives of patients and lead to a cure. As the world’s number-one private funder of multiple myeloma research, the MMRF has raised over \$225 million since its inception and directs 90% of total budget to research and related programming. As a result, the MMRF has been awarded Charity Navigator’s coveted four-star rating for 10 consecutive years, the highest designation for outstanding fiscal responsibility and exceptional efficiency. For more information about the MMRF, please visit: www.themmr.org.

Media contacts:

MMRF
Dwain Schenck
203-223-5230
SchenckD@themmr.org