

**FOR IMMEDIATE RELEASE**

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**The Doobie Brothers and Collective Soul join the fight against cancer via national PSA campaign**

*Spots raise awareness of City of Hope's lifesaving cancer research and treatment programs*

LOS ANGELES – Forman Bros. in association with DMI Music and Yes Dear Entertainment have joined City of Hope in the fight against cancer with a series of audio public service announcements (PSAs) that will run in more than 17,000 movie theaters nationwide through November, including AMC, Regal, Edwards, Laemmle, Angelika, Camera and Shady Brook Cinemas. The PSAs will air in major markets including Atlanta, Boston, Chicago, Dallas, Los Angeles, Nashville, New York, Philadelphia, San Francisco and Seattle.

The audio PSAs feature Ed Roland of Collective Soul and John McFee and Tom Johnston of The Doobie Brothers and highlight promising research being conducted at City of Hope, one of the nation's leading cancer centers. The PSAs were made possible through a continued partnership between Forman Bros. Holdings Inc. and City of Hope's Music and Entertainment Industry group.

"We're grateful for the opportunity to work with legendary artists to help us get the word out about City of Hope's groundbreaking research, which is helping patients everywhere in the fight against cancer," said Forman Bros. founder David Forman. "We are honored to have the support of Collective Soul, The Doobie Brothers, Andy French (DMI Music), Mike Gormely (Yes, Dear Entertainment), Fred Croshal, Kristen Worden-Harris, Jimmy Brunetti (Croshal Entertainment Group) and Forman Bros.'s vice president of creative, Mark Hill. "

"Forman Bros. has been a dedicated partner in supporting City of Hope's efforts to make cancer a curable and ultimately preventable disease," said Britta Bucholz, senior director of development, City of Hope. "We are so pleased to have their support and the talent of The Doobie Brothers and Collective Soul in spreading the word about our lifesaving research."

To listen to the PSAs, visit [www.cityofhope.org/music](http://www.cityofhope.org/music).

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 chapter in 1973. In its 37 years of dedicated efforts, the chapter has grown to include all the major music labels such as Universal Music Group, Disney Music Group and Warner Bros. The industry has raised more than \$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, please call 800-544-3541, ext. 26540.

**About Forman Bros. Holdings Inc.**

Forman Bros. Holdings Inc. was established in 1995 as an International A&R/Marketing company. It began marketing and brokering deals for Luciano Pavarotti, Al Jarreau, Lionsgate soundtracks, Tommy James and L.A. Carpool & Mudmen. Additional marketing affiliations have included media partnership with GRAMMY Awards. The company's International Neighboring Rights arm along with 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. Forman Bros. Recordings and Parc & Laurier publishing divisions rely heavily on its international associations and work closely with music supervisors in film, TV and commercial placement. For more information, visit [www.formanbros.com](http://www.formanbros.com).

### **About City of Hope**

City of Hope is a leading research, treatment and education 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. For more information, visit [www.cityofhope.org](http://www.cityofhope.org).

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