

July 27, 2015

FOR IMMEDIATE RELEASE



## TEN BANDS ONE CAUSE

**RUN THE JEWELS \* STURGILL SIMPSON \* INGRID MICHAELSON  
JOEY BADA\$\$ \* BETWEEN THE BURIED AND ME \* CHET FAKER  
CLUTCH \* AL GREEN \* PIERCE THE VEIL \* PRIMUS**

**RED DISTRIBUTION LAUNCHES 2<sup>nd</sup> ANNUAL PINK VINYL PROGRAM FOR  
CANCER AID AND AWARENESS WITH 10 DIVERSE AND EXCITING  
ARTISTS, OUT SEPTEMBER 29, 2015**

**PROCEEDS TO BENEFIT GILDA'S CLUB NYC, AN INNOVATIVE CANCER  
SUPPORT ORGANIZATION**

Over a year ago, RED Distribution teamed up with some of its premiere label partners and artists to create and launch **Ten Bands One Cause**, a program that involved the creation of limited pink vinyl for ten different releases.

The program, which included notables like Against Me!, Courtney Barnett, Jason Isbell, Lucius, Temples and others, coincided with **National Breast Cancer Awareness Month** (October). It raised nearly \$30,000 for **Gilda's Club NYC**, an innovative cancer support organization founded in 1995 by psychotherapist Joanna Bull, Gene Wilder, Mandy Patinkin, Joel Siegel, and other generous individuals, in memory of SNL vet/actor/comedienne, Gilda Radner, who passed away in 1989 from cancer.

On **September 29<sup>th</sup>**, RED is set to release its second annual run of limited edition copies of pink vinyl from **Run The Jewels, Sturgill Simpson, Ingrid Michaelson, Joey Bada\$\$, Between The Burried and Me, Chet Faker, Clutch, Al Green, Pierce The Veil, and Primus**. The releases will be available for purchase at retailers nationwide wherever vinyl is sold, and proceeds will sponsor Gilda's Club NYC.

Says Ingrid Michaelson of the project, *"I lost my mother to cancer last year and want to do all I can do to help those affected by this cruel disease. I am honored to be a part of 10 bands One Cause benefitting Gilda's Club NYC."*

Adds JP from Clutch, *"Breast cancer is something that effects each one of us. We are honored to lend our support to Gilda's Club NYC and their mission to support, empower, educate cancer patients and their families."*

Gilda's Club NYC's mission is to provide welcoming communities for women and men who are diagnosed with cancer, their caregivers or for those who have lost someone to cancer. Their innovative program is an essential complement to medical care, providing networking and support groups, educational lectures, workshops and social activities, all free of charge. A cancer diagnosis can be an extremely isolating experience, which triggers many emotions including fear, anger, depression and an overwhelming sense of helplessness. Gilda's Club NYC believes no one should face cancer alone.

**Quote from Lily Safani, CEO, Gilda's Club NYC**

*"When someone gets diagnosed with cancer it impacts everyone who is close to them – in many different ways. The daily routine of life now includes doctors' visits, weekly treatments and unprecedented medical expenses. The new "routine" is difficult to manage and navigate alone. But at Gilda's Club NYC, we help cancer patients and their families learn how to live with a cancer diagnosis – through our support groups, educational lectures, and classes. It's important to know you aren't alone and at Gilda's Club, you never are."*

A number of outside companies have offered to partner this year including Baked By Melissa (by providing pink cupcakes for listening parties), Crosley (offering up pink Crosley turntables for giveaways), Record Store Day (who distributed 10,000 koozies on Record Store Day) & more.

For more information and a complete listing of the Ten Bands One Cause titles, please visit: <http://www.10bands1cause.com/>.

**About RED Distribution:**

RED, an award-winning division of Sony Music Entertainment, headquartered in New York City, is widely recognized as the industry leader in music distribution and artist development. RED specializes in digital and physical sales, digital and retail marketing, DTC, radio promotion and product development for more than 60 independent record labels, as well as artists from Sony owned labels and Sony joint ventures with Descendant Records, Ultra Records, Red Bow Records and RED Associated Labels (RAL). RED's marketing outreach is unsurpassed in generating consumer awareness for artists, labels and brand partners. In 2009, RED launched 'stache media, a full service marketing agency specializing in music to support RED releases and artists. 'stache media's expert staff provides marketing services in online marketing & publicity, college lifestyle marketing, advertising & consumer research, brand & partnership marketing, radio, video promotion, licensing, P.O.P. on demand manufacturing and creative production. Sony Music Entertainment's joint venture with The Orchard has expanded RED's reach into international as well as domestic markets.

For media inquiries, please contact:

Kelly Krueger at 'stache media

Phone 917-421-7705, email: [kelly.krueger@stachemedia.com](mailto:kelly.krueger@stachemedia.com)

Perry Serpa at Good Cop Public Relations

Phone 917-660-4137, email: [perry@goodcoppr.com](mailto:perry@goodcoppr.com)