



## Ben Sherman Global Artist Foundry Partners with Rolling Stone To Release Limited Edition T-Shirt in Aid of Teen Cancer America



*As attention turns to the holiday season, **Ben Sherman**, and **Rolling Stone** announce a charitable initiative to help shoppers give a gift that gives back.*



(New York, NY) Oct 30, 2023. Following the release of Ben Sherman and Rolling Stone's collaboration to celebrate the British menswear brand's 60th Anniversary, the two iconic organizations have joined forces to release an exclusive t-shirt for an exceptional charitable cause, **Teen Cancer America**.

"Supporting charities like Teen Cancer America isn't just about giving back; it's about making a tangible difference in the lives of those who need it most," said **Gus Wenner, CEO of Rolling Stone**. It's a testament to our shared humanity, our capacity for empathy, and the responsibility we have as leaders to contribute to a better world for the next generation."

The Teen Cancer America charity, founded over a decade ago, is helmed by its renowned patrons, two musical legends, **Roger Daltrey** and **Pete Townshend** of **The Who**, both globally recognized for championing the cause to develop special units for teens with cancer and helping them get the treatment and support they desperately need. The charity t-shirt, made from organic cotton, comes in [black](#) or [white](#) and is available on [BenSherman.com](#), [BenSherman.co.uk](#), and through select retailers priced at £40 and \$59. 100% of the profits of every [Ben Sherman Global Artist Foundry](#) x Rolling Stone Charity T-shirt sold will be donated to help raise money to aid Teen Cancer America's mission.

"Ben Sherman has been a brand associated with The Who and the "Mod" movement since the sixties. Rolling Stone has faithfully covered our music and performances throughout the decades. This collaboration to benefit The Who's charity in the USA is pure magic! We are so grateful for the support this initiative will provide young people with cancer throughout America. Think lucky and be lucky!" said **Roger Daltrey, lead singer for The Who**.



It's not the first time that Ben Sherman has partnered with Roger Daltrey, as he famously designed an exclusive limited-edition button-down shirt for the brand's 50th anniversary inspired by the front cover of The Who's ground-breaking seventies album titled "The Kids Are Alright". Fast forward a decade later, and the brand firmly believes supporting Teen Cancer America is a worthy philanthropic initiative and a great way to close out the 60th anniversary year. Ben Sherman Global Artist Foundry X Rolling Stone will kick off the upcoming festive season with a social media campaign reminding consumers to shop a gift that gives back to Teen Cancer America and support a great cause for good.

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#### **ABOUT TEEN CANCER AMERICA**

Every hour, another 13 to 39-year-old is diagnosed with cancer in America. Teen Cancer America transforms the lives for this underserved patient population by working with our country's leading cancer treatment and research centers. They create specialized clinical care programs, offer therapeutic experiences, and provide access to individualized support and resources. This completely unique organization works with the leading healthcare institutions to build state-of-the-art Adolescent and Young Adult "Social Zones" for both in-patient and out-patient treatment settings. The work of Teen Cancer America has impacted young people and their families nationwide during the last eleven years.

For information contact Michelle Aland [michelle@teencanceramerica.org](mailto:michelle@teencanceramerica.org) or visit [www.teencanceramerica.org](http://www.teencanceramerica.org).

#### **ABOUT THE [BEN SHERMAN ARTIST GLOBAL FOUNDRY](#); Where Music, Art & Fashion Intersect.**

This exciting alliance between musician and brand leads with a novel approach. Created as a venture to engage and partner with musicians, artists, and creatives. It is a support system to help foster creativity for talent at every level, from unsigned, to breakthrough and well-established talent. Ben Sherman plans to champion art for art's sake using its global resources and expertise. Since the brand's inception sixty years ago, music has played an integral role in the brand's DNA; the program's mission is to support talent in innovative and meaningful ways every season. This will include featuring talent in global advertising campaigns, special collaborative projects, creating exclusive content, filming documentaries, metaverse collaborations, and product collaborations benefitting artists and their fans. While building awareness and devising new revenue channels for creatives keen to innovate without the financial risk, Ben Sherman Global Artist Foundry will be a positive force for good, giving back to charitable causes through key partnerships as they roll out through the year.

#### **ABOUT ROLLING STONE**

Five decades since its founding, Rolling Stone today has evolved into a multi-platform content brand with unrivalled access and authority, reaching a global audience of over 60 million people per month. Staying true to its mission to tell exceptional stories that illuminate the culture of our times, Rolling Stone is an authority for music reviews, in-depth interviews, hard-hitting political commentary, and award-winning journalism across print, digital, mobile, video, social and events. Operated and published by Penske Media Corporation, Rolling Stone provides "all the news that fits."