

For Immediate Release:

NBA Basketball Hall of Famer Bernard King to Present Brandon Steiner the Humanitarian of the Year Award at the T.J. Martell Foundation New York Honors Gala

Tuesday, October 22, 2013 – Cipriani New York – 42nd Street

New York, New York....October 4, 2013...The T.J. Martell Foundation for Leukemia, Cancer and AIDS Research has announced that NBA Basketball Hall of Famer **Bernard King** will present **Brandon Steiner**, CEO of Steiner Sports, with this year's **Humanitarian of the Year Award** at the **T.J. Martell Foundation New York Honors Gala** to be held Tuesday, Oct. 22, 2013 at the legendary Cipriani, 42nd Street in New York. Steiner is the Founder and CEO of Steiner Sports which focuses on partnering athletes with businesses. He is also a professional speaker and author and devotes much of his spare free time to deserving charities.



Bernard King played 14 seasons with the NBA including those with the New Jersey Nets, Utah Jazz, Golden State Warriors, New York Knicks and Washington Bullets. He was inducted into the Naismith Memorial Basketball Hall of Fame on September 8, 2013.

In 1977 King was selected 7th overall in the 1977 NBA Draft by the New York Nets. He epitomized the NBA small forward position with his height, long arms and quick release. King was an explosive runner on the fast-break and a tremendous scorer. He led the NBA in scoring in 1985 with 32.9 points per game and was selected twice to the All-NBA First Team and four times to the NBA All-Star Game. In his rookie season (1977-78) he set a New Jersey Nets franchise record for most points scored in a season with 1,909. He would later surpass the record with his 2,027 points season in 1983-84. In 1984, as a Knick, King made history by becoming the first player since 1964 to score at least 50 points in consecutive games: scoring 50 points on 20 for 23 shooting with 10 free throws in a 117-113 Knicks victory over the San Antonio Spurs. He followed this game with another 50 point performance against the Dallas Mavericks. He later became just the tenth player in NBA history to score 60 points in a single game. In the late 1980s King was severely injured but later made a comeback with the Washington Bullets and returned to the All-Star Game one last time in 1991, his final full season with the NBA. In 1993 King retired. At the time of his retirement King ranked 16th on the all-time NBA scoring list. He is the recipient of several awards including the NBA's Comeback Player of the Year Award (1980-81), nominee for the "Next 10," a list of 10 unofficial additions to the NBA's 50 greatest players list and is a Naismith Memorial Basketball Hall of Fame inductee.



"I am very grateful and blessed to be honored by the TJ Martell Foundation as the Humanitarian of the Year," said Brandon Steiner. "The Martell family's charitable endeavors honoring their song TJ is a true testament of how we should all live. Do as much as you can, for as many people as you can, and ask for nothing in return. These are the words that the TJ Martell Foundation stands for as do I."

Brandon Steiner is from Brooklyn, New York and is a professional sports marketer, speaker and author of two books. He is the founder and CEO of Steiner Sports which focuses on partnering athletes with businesses. He began his career in the food and hospitality sector where he worked at Hyatt Hotels and managed the Hard Rock Café New York in the late 80s. It was there that he began to craft his foray into sports marketing. As he got to know more and more athletes he realized that they needed representation for speaking engagements and corporate functions. He opened Steiner & Associates in 1987 which later became Steiner Sports. In 2003 he published his first book, *The Business Playbook: Leadership Lessons From the World of Sports*. In 2004, Steiner struck an unprecedented deal with the New York Yankees to provide fans authentic NY Yankees memorabilia and experiences. He struck similar deals with Notre Dame Football, Syracuse Athletics and Madison Square Garden. He is a regular on ESPN 1050 Radio and YES Network. He is also a regular sports commentator on CNN, CNBC, MSNBC and ESPN. In 2012, Steiner published his second book *You Gotta Have Balls: How A Kid From Brooklyn Started from Scratch, Bought Yankee Stadium, And Created a Sports Empire*.

Steiner has also devoted an unprecedented amount of time and resources to charitable endeavors throughout his career. Being a man who believes in giving back Steiner devotes much of his spare time to supporting organizations which have played an integral role in developing our youth and share the same principles as his. He is a member of the Board of Directors of Syracuse University Athletics, a founding member of the Board of Directors of the David Falk School of Sports Management at Syracuse University and a key board member of Family Services of Westchester where he has raised over \$1 million in the support of the Jerome Wagner Home for Boys and the Evelyn Sachs Steiner Home for Girls, both of which house local at risk teens. In addition, Brandon is a former board member of the Police Athletic League of New York and was integral in raising over half a million dollars for the 9/11 Foundation in support of 9/11 relief. Brandon has also devoted his time to supporting local athletics and has served as the New Rochelle Men's Varsity Basketball Assistant Coach. Most recently Brandon participated in the Scarsdale STEP Program and is a proud stepfather of Keith, a Lakota Indian who the Steiner's took in from Pine Ridge Lakota Indian Reservation, who has gone on to receive the prestigious Bill and Melinda Gates Foundation scholarship to Villanova University.

"Brandon Steiner is the epitome of a brilliant man who never forgot to give back," said Tony Martell, Founder & Chairman of the T.J. Martell Foundation. "We are so happy to honor him this year with the Humanitarian of the Year Award, a presentation he so richly deserves and one that will be presented at our most important fundraiser of the year, the T.J. Martell Foundation New York Honors Gala on Tuesday, October 22, 2013."

Past honorees have included Former President George W. Bush and former President William J. Clinton, the late Frances Williams Preston, Katie Couric, Matt Lauer, Anne Curry, Al Roker, Clive Davis, Arnold Palmer, Del Bryant, Scott Borchetta, Clarence Avant, Berry Gordy, Quincy Jones, the late Gil Freisen, Irving Azoff, Russell Simmons, Monte & Avery Lipman, Bruce Lundvall, John Esposito, Joel Katz and the late Ahmet Ertegun. The T.J. Martell New York Honors Gala is sponsored by American Airlines.

ABOUT THE T.J. MARTELL FOUNDATION:

The T.J. Martell Foundation is the music industry's largest foundation that funds innovative medical research focused on finding cures for leukemia, cancer and AIDS. The Foundation, headquartered in New York, is a national 501(c)3 non-profit organization that was founded in 1975 by music industry executive Tony Martell and his colleagues in loving memory of his son T.J., who died of leukemia. The Foundation has provided more than \$250 million dollars for research that supports twelve top hospitals in the United States. This year marks the 38th New York Honors Gala. more information click on the T.J. Martell Foundation go to www.tjmartell.org

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