

GEORGE THOROGOOD AND THE DESTROYERS ANNOUNCE 4TH ANNUAL “WHO DO YOU LOVE?” HOLIDAY CHARITY SOCIAL MEDIA CAMPAIGN

**SEVEN SUPPORTED CHARITIES PLUS “EVERYDAY HERO / FAN SUBMISSION” WILL BE
FEATURED; KICKING OFF NOVEMBER 11 (VETERANS DAY) THROUGH THE WEEK OF
DECEMBER 30, 2019**

Los Angeles, CA (October 29, 2019)--*George Thorogood and The Destroyers* announce their 4th annual “Who Do You Love?” holiday charity social media campaign, featuring seven Non-profit organizations that are important to the band, also including an “Everyday Hero / Fan Submission.” The campaign this year will begin this Veterans Day on November 11, and will continue through the week of December 30. Each week, the band’s social posts will feature a different charity: ***Gary Sinise Foundation (11/11), Mr. Holland’s Opus Foundation (11/18), Sweet Relief Musicians Fund (11/25), The Leukemia & Lymphoma Society (12/2), Musically Fed (12/9), Every Day Hero / Fan Submission (12/16), T.J. Martell Foundation (12/23) and Pajama Program (12/30).***

The 2019 schedule for the “Who Do You Love?” campaign is as follows:

MONDAY, NOVEMBER 11 – GARY SINISE FOUNDATION

The mission of the ***Gary Sinise Foundation*** is to serve and honor our nation's service members, veterans, first responders, their families, and those in need.

Says the Foundation, “Gary Sinise Foundation partners with people that share our values. George Thorogood has shown with his “Who Do You Love?” campaign that he shares the same values as our foundation. We are honored to be one of the non-profits featured in this campaign.”

Donation Link: <https://www.garysinisefoundation.org/donate/>

Website Link: <https://www.garysinisefoundation.org/>

MONDAY, NOVEMBER 18 – THE MR. HOLLAND’S OPUS FOUNDATION

The Mr. Holland’s Opus Foundation was inspired by the acclaimed motion picture *Mr. Holland’s Opus*, the story of the profound effect a dedicated music teacher had on generations of students. Over 23 years, more than 28,000 instruments have been donated to 1,550 schools across the country.

Says the Foundation, “Artist’s support of music education has been a strong driver of our work to keep music alive in schools, and give kids opportunities to create and play music, find their voice, and succeed in life. We’re grateful to the music industry for recognizing where it all starts. Thank you for giving the gift of music.”

Donation link: [The Mr. Holland's Opus Foundation](https://www.mhopus.org/)

Website link: <https://www.mhopus.org/>

MONDAY, NOVEMBER 25 -- SWEET RELIEF MUSICIANS FUND

Sweet Relief Musicians Fund is a 501(c)(3) nonprofit that provides assistance to career musicians and music industry workers who are struggling to make ends meet while facing illness, disability, or age-related problems. In other words, Healing Musicians in Need.

Grant recipients include recording artists, club and session musicians, and composers and songwriters from every musical genre. Since its inception in 1994, Sweet Relief has helped musicians with medical and living expenses, including insurance premiums, prescriptions, medical treatment and procedures, housing and food costs, utilities, and other vital living expenses.

Says the Foundation: It's an honor and true pleasure to have George as a supporter. He is a generous soul and his consistent contributions over the years have enabled us to help so many musicians in need; we couldn't be more grateful!"

Donation link: [Sweet Relief](#)
Website link: <https://sweetrelief.org/>

MONDAY, DECEMBER 2 – THE LEUKEMIA AND LYMPHOMA SOCIETY

As an organization founded by a family for families, ***The Leukemia & Lymphoma Society (LLS)*** is celebrating 70 years of impact by looking to the past for inspiration that will continue to propel us forward in our continued fight for all those affected by blood cancer. From investing in cutting edge research to providing first-class patient education and support services to leading advocacy endeavors, LLS has helped millions impacted by cancer.

Says the Foundation: "Since 2015, George Thorogood has put his talents to work helping LLS, the world's largest nonprofit dedicated to fighting blood cancer, find cures and ensure access to treatments for all blood cancer patients. This year marks the fifth consecutive one that the band has teamed with LLS. In addition to raising funds by selling a specially designed shirt at all of their concerts, \$1 from each ticket sold from each concert has been donated to LLS. Check out: (<https://www.youtube.com/watch?v=nFZRishzMD8>).

Donation link: [LLS](#)
Website link: www.lls.org

MONDAY, DECEMBER 9 – MUSICALLY FED

Musically Fed's mission is to mobilize the music industry in the fight against hunger by distributing excess food and catering from tours, shows, and events to those in greatest need. Musically Fed works with artists, promoters, management and venues to donate unused backstage meals to community organizations that feed the homeless, hungry and food insecure.

Donation link: [Musically Fed](#)
Website link: <https://www.musicallyfed.org/>

Says Director of the Foundation, Maria Brunner: "The daily mission of Musically Fed is to make it easy for promoters, performers and their teams to leave each city they visit with a lasting positive impact. We are proud to partner with George Thorogood & The Destroyers on their "Who Do You Love?" Campaign and hope that together we can serve as an example – and a challenge –for the rest of the music industry to get involved."

MONDAY, DECEMBER 16 – EVERYDAY HERO / FAN SUBMISSION

George Thorogood and The Destroyers are also proud to support Everyday Hero / Fan Submission. An everyday hero can be anyone. A person who selflessly intervenes in a situation small or big is a hero. That person who enters your life on a truly bad day and makes you feel better is a hero. We can all be

everyday heroes. Now is the time to show how much you love them and what they do to make the world a better place.

Fans can nominate their “Who Do You Love?” Everyday Hero by sending their name, a photo and a short story of why they are their everyday hero.

MONDAY, DECEMBER 23 – THE T.J. MARTELL FOUNDATION

The T.J. Martell Foundation is the music industry’s leading foundation that funds innovative medical research focused on finding treatments and cures for cancer. The Foundation 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 \$280 million for research at flagship hospitals in the United States.

Says CEO Laura Heatherly, “The T.J. Martell Foundation is honored to participate in George Thorogood’s “Who Do You Love?” campaign again this year. We look forward to directing the funds raised to Vanderbilt-Ingram Cancer Center for the Marla Thorogood Memorial Fund for Ovarian Cancer Research and know our researchers will appreciate these contributions to eradicate this devastating disease.”

Donation link: [TJMartell](#)
Website link: www.tjmartell.org.

MONDAY, DECEMBER 30 – PAJAMA PROGRAM

Pajama Program is a national 501(c)(3) nonprofit organization that promotes and supports a comforting bedtime routine for children to help them thrive. Since 2001, the organization has provided over 6.5 million inspiring storybooks and cozy pajamas to children nationwide who are experiencing challenges beyond their control, as well as critical resources for caregivers to support children at bedtime. Through its network of 4,000 Community Partners, 60+ volunteer Chapter Presidents, and main Reading Centers in New York and Atlanta, Pajama Program’s goal is to create “good nights for good days” for all children, everywhere.

Says Jamie Dyce, Executive Director, “We’re honored to be included in this year’s “Who Do You Love?” campaign. Pajama Program knows the magic of bedtime and the love and comfort that happens in those moments. We’re incredibly grateful for individuals like Thorogood who help us in our mission to raise awareness and support so we can provide the care, expertise and gifts needed for a comforting bedtime routine for children and teens who face uncertainty in their lives.”

Donation link: [Pajama Program](#)
Website link: www.pajamaprogram.org

ABOUT GEORGE THOROGOOD AND THE DESTROYERS:

Over the course of the last four decades, **George Thorogood**, with his longtime legendary band, **The Destroyers** -- Jeff Simon (drums, percussion), Bill Blough (bass guitar), Jim Suhler (rhythm guitar) and Buddy Leach (saxophone) -- has sold more than 15 million albums, released 16 studio albums -- including six gold and two platinum discs -- and performed more than 8,000 live shows. **George Thorogood and the Destroyers’** catalog of hits include: “**Who Do You Love?**,” “**I Drink Alone**,” “**One Bourbon, One Scotch, One Beer**,” “**Move It On Over**,” “**Get A Haircut**,” and the anthemic “**Bad To The Bone**.”

OFFICIAL WEBSITE: <https://www.georgethorogood.com/>
INSTAGRAM: <https://www.instagram.com/georgethorogoodofficial/>
TWITTER: <https://twitter.com/thorogoodmusic>

FACEBOOK:

<https://www.facebook.com/georgethorogood>

#####

For more information contact:

ROGERS & COWAN

Lori Lousararian-Hakola

310-854-8104

llousararian@rogersandcowan.com