

**FOR IMMEDIATE RELEASE**

**NICKELODEON POP STAR & INTERNET SENSATION JOJO SIWA & HOLLYWOOD RECORDS ARTIST & “THE LION KING” STAR JD McCRARY TO HEADLINE T.J. MARTELL FOUNDATION’S 10TH ANNUAL LA FAMILY DAY AT THE GROVE ON OCTOBER 5, 2019**

**DOUG COHN, SENIOR VP, MUSIC & TALENT AT NICKELODEON TO BE PRESENTED WITH VISIONARY AWARD**

**DOUG PALLADINI, GLOBAL BRAND PRESIDENT FOR VANS TO RECEIVE LEGACY AWARD**

**TICKETS AVAILABLE NOW**



JoJo Siwa



JD McCrary



Doug Cohn



Doug Palladini

**August 20, 2019 (Los Angeles, CA)**- Presented by Citi, the T.J. Martell Foundation will bring its popular 10th Annual LA Family Day celebration back to The Grove for its fourth consecutive year on Saturday, October 5, 2019 with special headlining guests Nickelodeon star and internet sensation **JoJo Siwa** and Hollywood Records recording artist, dancer and actor featured in “The Lion King” **JD McCrary**. The organization will also honor industry leaders **Doug Cohn**, Senior Vice President, Music & Talent, Nickelodeon with the *LA Family Day Visionary Award*, and **Doug Palladini**, Global Brand President, VANS with the *LA Family Day Legacy Award* for their industry leadership and charitable contributions. Tickets are available to the public now at [www.tjmartell.org](http://www.tjmartell.org) with proceeds going toward the T.J. Martell Foundation's cancer research programs at Children's Hospital Los Angeles.

Hosted by Nickelodeon “All That” star **Josh Server**, LA Family Day will be held from 12pm-3pm where attendees can enjoy delicious food, carnival activities, fun photo booths, participate in a live auction and watch live performances by JoJo Siwa and JD McCrary. Ticket prices range from \$50-\$300, including family packages and special VIP package options that include meet & greets with the headlining performers.

LA Family Day brings together families and leaders from the music, entertainment and business communities for an afternoon of celebration, fun and fundraising for the T.J. Martell Foundation’s cutting-edge cancer research programs. LA Family Day is Co-chaired by **David Kovach**, Senior Vice President, Global Entertainment, Citi and **Nick Lippman**, Partner, Lippman Entertainment and is made possible with support from Caruso.

For more information on the T.J. Martell Foundation, LA Family Day visit [www.tjmartell.org](http://www.tjmartell.org).

Stay connected with T.J. Martell Foundation at:

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**About T.J. Martell Foundation:** *The T.J. Martell Foundation is the music industry’s leading foundation dedicated to funding 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 nine flagship hospitals in the United States. For more information on the T.J. Martell Foundation visit [www.tjmartell.org](http://www.tjmartell.org).*

**About Doug Cohn:**

*Doug Cohn is an Emmy-winning entertainment executive who works as Senior Vice President, Music and Talent at Nickelodeon. In this role, Mr. Cohn oversees music-related content across all lines of Nickelodeon’s businesses.*

*Over the years, Mr. Cohn has played a key role in guiding artist development for Nickelodeon talent, including pop star and social media sensation JoJo Siwa, currently on a nearly sold-out 90 city tour, as well as The Fresh Beat Band and Big Time Rush. In addition, he has secured some of music’s biggest artists for the Kids’ Choice Awards, Kids’ Choice Sports Awards and Halo Awards, in addition to numerous live-action and animation hits. Some of the artists who have appeared and performed on the network include Taylor Swift, Ariana Grande, Jonas Brothers, and Rihanna. Most recently, Mr. Cohn helped lead Nickelodeon’s first foray into theater. As executive in charge of Music for the Tony-winning *SpongeBob SquarePants: The Broadway Musical*, he secured original songs from A-listers including John Legend, Panic! At the Disco, Cyndi Lauper and David Bowie. The production opened to rave reviews from the New York Times and became the most nominated new musical of the 2018 season.*

Prior to joining Nickelodeon, Mr. Cohn spent more than a decade at some of the world's top music labels and networks, including Atlantic Records, where he oversaw music video production and promotion and VH1, where he directed music programming and talent relations.

Variety has recognized Mr. Cohn as a "Top 20 Industry Influencer"; he is an active member of both the Academy of Television Arts Sciences and the National Academy of Recording Arts & Sciences. Mr. Cohn also proudly serves on the board of the T.J. Martell Foundation, the industry's leading foundation dedicated to finding cancer treatments and cures.

#### **About Doug Palladini:**

A veteran of the action sports industry with more than 25 years of leadership across marketing, sales and product, Doug Palladini was appointed to lead Vans as its Global Brand President in July 2016. In his role, Palladini oversees the strategic direction of Vans' more than \$3 billion global business, while enabling the regional teams to develop and deliver local strategies to drive continued worldwide growth.

A long-time leader within the Vans brand, Palladini has held various roles within the company including the brand's Global Marketing Leader and the Vice President General Manager of North America for Vans.

Palladini's long history and deep connection in Vans' brand pillars of music, art, street culture and action sports have led to an industry-leading marketing program at Vans. A sampling of this success includes the development and launch of House of Vans, Vans' global hub for creative expression with permanent locations and pop-up locations around the world and the creation of Vans' digital video platforms that provide original web series content to a global audience of millions of viewers.

#### **About JoJo Siwa:**

Nickelodeon superstar JoJo Siwa is a YouTube sensation, pop star, dancer, entrepreneur, social media influencer and *The New York Times* bestselling author. Siwa connects with her fans through many channels: via social media she currently has over 10 million subscribers with over 2.4 billion views on YouTube, she has over 8.6 million followers on Instagram, over 436,000 Twitter followers, over 17.3 million followers on TikTok and over 572,000 likes on Facebook.

Her hugely popular single, "Boomerang," has been viewed over 737 million times and RIAA certified platinum. Siwa's other hits include "Kid in a Candy Store," which is RIAA certified gold, "Hold The Drama", and D.R.E.A.M. which have 179 million, 127 million and 63 million views respectively.

Siwa is currently in the middle of her first-ever live concert tour, Nickelodeon's JoJo Siwa D.R.E.A.M. The Tour. Produced by Nickelodeon and AEG Presents and presented by Party City, the 80 city North American tour kicked off on May 17th in Phoenix, AZ and will continue thru October. Siwa will also take the tour to the UK and Ireland this fall. Visit [JoJoDREAMTour.com](http://JoJoDREAMTour.com) for tickets, the full tour schedule and more information.

#### **About JD McCrary:**

JD McCrary is taking the world by storm. At the tender age of 12, he has already made history as the youngest male solo artist ever signed to Hollywood Records. He topped the box office charts in Disney's "The Lion King," in which he plays the voice of "Young Simba" alongside Beyoncé, Donald Glover and an epic ensemble cast. Earlier this year, JD released his debut EP, "Shine," which featured his songs "Keep In Touch" and "Stole My Heart." In 2018, McCrary performed at the 60<sup>th</sup> Annual Grammy Awards, impressing viewers worldwide performing the hit song "Terrified" with Childish Gambino. He's also performed on "Ellen," "WE Day," and ESPN programming. In addition to singing and acting, JD is a gifted dancer. He's been acknowledged the past two years by Variety in the "Young Hollywood Impact Report" for all his achievements.

#### **About The Grove**

Developed by Caruso in 2002, The Grove is one of the country's most acclaimed shopping, dining and lifestyle destinations, offering the best mix of retail, restaurants and entertainment in Southern California. Set on 20 acres adjacent to the historic Original Farmers Market in Los Angeles, The Grove offers a welcoming park-like setting with a vibrant pedestrian streetscape and first-class retail experience that successfully marries hometown charm with high-end shopping. This unique mix has earned The Grove recognition as the heart of the city – a "see and be seen" destination, a neighborhood gem and a community all its own. The Grove's award-winning design, first-class Concierge service and community-like ambiance have garnered numerous awards and recognition throughout the retail industry, including being named the "#1 Shopping Destination in Los Angeles" by TripAdvisor, and ranking #2 of Fortune's "10 Highest Sales-Generating Shopping Centers" in the country. The Grove also tops Shopping Center Today's list of top 10 shopping centers in the world based on sales per square foot. For more information, please visit The Grove at [www.TheGroveLA.com](http://www.TheGroveLA.com) or on Instagram @TheGroveLA.

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