NEW YORK, NY ---
EXTRAORDINARY LINE-UP OF STARS COME OUT FOR NIGHT OF MOTOWN MUSIC AT THE WALDORF-ASTORIA IN NEW YORK ON MARCH 15
TO RAISE FUNDS FOR EIF's NATIONAL COLORECTAL CANCER RESEARCH ALLIANCE AND THE JAY MONAHAN CENTER FOR GASTROINTESTINAL HEALTH

On Wednesday, March 15, Katie Couric and the Entertainment Industry Foundation (EIF) will be joined by some of the biggest names from the film, television and recording worlds for *Hollywood Meets Motown* at the Waldorf-Astoria in New York. The stellar group donating their time to participate includes: Ashford & Simpson, The Bacon Brothers, Tiki Barber, Tony Bennett, Big & Rich, Chris Botti, Chris "Ludacris" Bridges, LL Cool J, Elvis Costello, Rosario Dawson, Robert De Niro, Jimmy Fallon, Tina Fey, Whoopi Goldberg, Chaka Khan, Greg Kinnear, John Legend, Martina McBride, Michael McDonald, Idina Menzel, Smokey Robinson, Jordan Rudess, James Taylor, Steve Tyrell, Vanessa Williams as well as other surprise guests.

**HOLLYWOOD MEETS MOTOWN** will benefit EIF's National Colorectal Cancer Research Alliance (EIF's NCCRA) and the Jay Monahan Center for Gastrointestinal Health at NewYork-Presbyterian Hospital / Weill Cornell Medical Center, named in honor of Couric's late husband, who lost a nine-month battle with colon cancer in 1998, at the age of 42.

"Tonight, we are saluting a quintessentially American musical genre that still has a permanent spot on my iPod and probably yours....Motown. The incredible line-up of celebrity performers proves once again that the entertainment community has a huge heart, and I am deeply grateful to each and every one of them," says Couric, co-founder of EIF's NCCRA. "I am also incredibly thankful that we have this opportunity to celebrate the researchers and doctors who are working hard towards discovering new ways to prevent and cure colorectal cancer."

"Our Executive Producer Ken Ehrlich and Musical Director Nile Rodgers have quite a show in store for our guests, including a few surprise performances," she added.

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In addition to Katie Couric, the benefit co-chairs include: Micky Arison (Chairman and CEO, Carnival Corporation), Cristina Carlino (Creator and CEO, philosophy) Victor F. Ganzi (President and CEO, Hearst Corporation), Michael Gould (Chairman and CEO, Bloomingdale's), Maurice R. Greenberg (Chairman, The Starr Foundation), F. Mark Gumz (COO, Olympus America), Kevin Huvane (Managing Director, Creative Artists Agency), Sheila C. Johnson (President & CEO, Salamander Middleburg, LLC), Robert S. Kaplan, Jeffrey B. Kindler (Vice Chairman and General Counsel, Pfizer), The Monahan Family, Ronald O. Perelman, and Kevin Sharer (President and CEO, Amgen).

"Katie Couric's determination to honor her late husband's memory and her commitment to the hard work needed to make progress on colon cancer have been the essential underpinning that has made the NCCRA the great success that it is," says Lisa Paulsen, President and Chief Executive Officer of the Entertainment Industry Foundation. "That so many entertainers and
personalities are participating in this event speaks volumes about how much the entertainment industry respect Katie's work in combating colorectal cancer."

The fundraising takes place during National Colorectal Cancer Awareness month and is part of a series of activities planned to urge Americans to know the facts about colon cancer prevention and the latest available treatments.

Colorectal cancer is the second-leading cause of cancer death for both men and women in the U.S., causing more than 55,000 deaths a year, though it is also one of the most preventable, with a higher than 90% cure rate with early detection.

The Jay Monahan Center for Gastrointestinal Health at NewYork-Presbyterian Hospital/Weill Cornell Medical Center: The Jay Monahan Center for Gastrointestinal Health is a world-class gastrointestinal cancer and wellness center. The Monahan Center was founded in March 2004 in memory of attorney Jay Monahan, in large part through the efforts of his wife, Katie Couric, and the organization she co-founded, the Entertainment Industry Foundation’s National Colorectal Cancer Research Alliance. The Monahan Center serves as a unique model of coordinated and compassionate care, dedicated to public education and the prevention, diagnosis, treatment and research of gastrointestinal cancers. www.monahancenter.org

EIF’s National Colorectal Cancer Research Alliance: The NCCRA is dedicated to the eradication of colon cancer by promoting education about the importance of screening and funding cutting-edge research. Katie Couric, Lilly Tartikoff and the Entertainment Industry Foundation established the NCCRA in March 2000. Since then, heightened public awareness has led to a 20% increase in colonoscopies nationwide and countless lives saved. University of Michigan researchers refer to this as the "Couric Effect." www.eif.nccra.org

Entertainment Industry Foundation: As the philanthropic leader of the entertainment industry, the Entertainment Industry Foundation has distributed hundreds of millions of dollars - and provided countless volunteer hours - to support charitable initiatives addressing some of the most critical issues facing society today. For more information, visit www.eifoundation.org.

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