



MUSICARES®
MAPFUND



RBC Capital Markets

*****MEDIA ALERT FOR THURSDAY, MAY 28, 2015*****

**WILLIE NILE ADDED AS PERFORMER AND COLIN QUINN ADDED AS HOST
OF THE 11TH ANNUAL MUSICARES MAP FUND® BENEFIT CONCERT
HONORING PETE TOWNSHEND AND BILL CURBISHLEY
ON MAY 28 IN NEW YORK CITY**

Mix Master Mike Will DJ In Memory of DJ AM

*Presented by RBC Capital Markets with Additional Support Provided by the DJ AM Memorial Fund
to Raise Funds for MusiCares' Addiction Recovery Services*

WHO: **Honorees:** Pete Townshend, singer/songwriter for GRAMMY®-winning band The Who, and **Bill Curbishley**, The Who's longtime manager, and music and film producer, will be honored at **Best Buy Theater** in New York on **May 28**. Multi-GRAMMY-winning artist **Bruce Springsteen** will present **Townshend** with the **Stevie Ray Vaughan Award** for his dedication and support of the **MusiCares MAP Fund®** and its addiction recovery programs. **Curbishley** will be presented with the MusiCares® **From the Heart Award** for his unconditional friendship and dedication to the mission and goals of the organization by **Doug Morris**, CEO of Sony Music Entertainment.

All proceeds will benefit the **MusiCares MAP Fund**, which provides members of the music community access to addiction recovery treatment regardless of their financial situation. The 11th annual MusiCares MAP Fund benefit concert is presented by **RBC Capital Markets** with additional support provided by the **DJ AM Memorial Fund**.

Host: Colin Quinn, actor, comedian and author of the new book, *The Coloring Book: A Comedian Solves Race Relations In America*, which will be published on June 9.

Performers: Singer/songwriters **Billy Idol**, **Joan Jett** and **Willie Nile**; and Foreigner's guitarist **Mick Jones**, as well as other artists to be announced. There will also be a performance by **The Who** band featuring **John Corey** on grand piano, **Loren Gold** on keys, **Pino Palladino** on bass, **Frank Simes** on keyboards, **Zak Starkey** on drums, and **Pete Townshend** and **Simon Townshend** on guitars. Continuing to celebrate the memory of DJ AM — a longtime supporter of the MusiCares MAP Fund — the evening's DJ will be **Mix Master Mike**.

WHAT: The **MusiCares Foundation®** offers programs and services to members of the music community, including **emergency financial assistance** for basic living expenses such as rent, utilities and car payments; medical expenses including doctor, dentist and hospital bills; psychotherapy; and treatment for HIV/AIDS, Parkinson's disease, Alzheimer's disease, hepatitis C, and other critical illnesses. MusiCares offers nationwide **educational workshops** covering a variety of subjects, including financial, legal, medical, and substance abuse issues, and **programs** in collaboration with health care professionals that provide services such as flu shots, hearing tests, and medical/dental screenings. The **MusiCares MAP Fund** allows access to addiction recovery treatment and sober living resources for members of the music community. Staffed by qualified chemical dependency and intervention specialists, MusiCares **Safe Harbor Rooms** offer a support network to those in recovery while they are participating in the production of televised music shows and other major music events. MusiCares holds **weekly addiction support groups** for people to discuss how to best cope with the issues surrounding the recovery process. The **MusiCares Sober Touring Network** is a database of individuals across the United States who can take music people to recovery support meetings while on the road.

TICKETS: This event is completely sold out. Out of respect for the clients the MusiCares MAP Fund serves, the event will be alcohol-free.

PRESENTING SPONSOR: RBC Capital Markets is the corporate and investment banking arm of RBC and is consistently ranked among the top global investment banks. With over 7,100 employees, RBC Capital Markets works with clients through operations in Asia, Australia, the UK, Europe, and in every major North American city, and provides capital markets products and services from 75 offices in 15 countries. RBC Capital Markets has major hubs in Toronto, New York, London, Sydney, Hong Kong, and Tokyo. For more information, please visit www.rbccm.com.

ADDITIONAL SUPPORTER: The life and times of the late **Adam "DJ AM" Goldstein** make an all too brief story of triumph, tragedy and inspiration. His amazing style and innovation were a bridge between the DJ world that preceded him, and the electronic dance music revolution that has transformed the music industry, as we know it today. Thanks to the vision and generosity of his mother, Andrea Gross, and his family and colleagues, through the memorial fund created in his name, MusiCares will receive support to provide addiction recovery services to our clients. This crucial financial support provides a means to recognize both DJ AM's profound contribution to the music industry, and his commitment to sobriety and helping others free themselves of the stigma and challenges of substance abuse. It will provide much-needed resources to help music people receive treatment for their addictions. MusiCares will name the opening DJ set in his honor. It is a fitting tribute given DJ AM was the first celebrity DJ to play at the fifth annual MusiCares MAP Fund benefit concert in 2009. As a means to further his legacy, a documentary about his life, [*As I AM: The Life & Times Of DJ AM*](#), premiered at the Tribeca Film Festival in April 2015. Funds from the DJ AM Memorial Fund have benefited MusiCares since 2011, and a portion of the net proceeds from the film will continue this partnership.



WHERE: **Best Buy Theater**
1515 Broadway at W. 44th St.
New York, NY 10036

WHEN: Thursday, May 28, 2015

5:30 p.m.	Media Check-In
6:15 p.m.	Red Carpet Arrivals
7 p.m.	Buffet Dinner
8 p.m.	Awards Presentation & Concert

MEDIA R.S.V.P. MANDATORY: hannah.berryman@grammy.com or 310.581.8724 (**email preferred**)
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IMPORTANT INFORMATION: If you are interested in covering this event, you **MUST** request credentials no later than **Tuesday, May 19**. Credentials will be picked up at media check-in on the day of the event. **ALL MEDIA MUST BRING PHOTO I.D.** All crews must be self-contained, ENG crews. All satellite truck/van parking must be coordinated with Christina Cassidy no later than 5 p.m. PT, Tuesday, May 19. **ALL MEDIA MUST BE CREDENTIALLED for this event. NOTE: To plug into mult-box, media must bring XLR cable with a deck.**

Established in 1989 by The Recording Academy®, MusiCares provides a safety net of critical assistance for music people in times of need. MusiCares' services and resources cover a wide range of financial, medical and personal emergencies, and each case is treated with integrity and confidentiality. MusiCares also focuses the resources and attention of the music industry on human service issues that directly impact the health and welfare of the music community. For more information, please visit www.musicares.org. For breaking news and exclusive content, please "like" MusiCares on [Facebook](#), follow @MusiCares on [Twitter](#) and [Instagram](#).

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