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FOR IMMEDIATE RELEASE

GERRITY TEAMS UP AGAIN FOR THE JIMMY FUND RADIO-TELETHON AT FENWAY PARK

Thursday & Friday, August 14 & 15, 2008

WOBURN, Mass. (August 13, 2008) - GerrityStone, New England's premiere importer and master fabricator of marble, granite, travertine and limestone, today announced it will once again take part in the Jimmy Fund Radio Telethon.

WEEI Sports Radio 850 AM, NESN, The Boston Red Sox and the Jimmy Fund once again team up for the Jimmy Fund Radio-Telethon at Fenway Park. The Gerrity Foundation will donate \$5,000 to the fundraiser this year.

Tune into WEEI or NESN, August 14th & 15th, for fun and inspiring interviews and commentaries by local sports heroes, Hollywood celebrities, cancer patients – and an all-day opportunity to phone in your gifts and pledges to the Jimmy Fund.

The two-day event in 2007 raised \$3.74 million. Since 2002, the Radio-Telethon has raised nearly \$12 million to benefit the Jimmy Fund and the life-saving mission of Dana-Farber Cancer Institute. This year, the event fund-raising goal is \$4 million dollars.

To make a donation, visit www.weei.com or www.thejimmyfund.org.

Who was Jimmy?

A young "Jimmy" in the uniform the Boston Braves gave to him. From his first radio broadcast that launched the Jimmy Fund in the late 1940s to his countless recent appearances at Jimmy Fund events, Einar Gustafson—the Jimmy Fund's original "Jimmy"—was an inspiration to hundreds of thousands of people throughout New England.

Jimmy's story began in 1948, when Gustafson was a 12-year-old patient of Dr. Sidney Farber, founder of the Children's Cancer Research Foundation (eventually renamed Dana-Farber Cancer Institute) and a pioneer of modern chemotherapy. Dubbed "Jimmy" to protect his privacy, Gustafson was selected to speak on Ralph Edwards' national radio program, "Truth or Consequences," which was broadcast from the boy's hospital room. The appeal, aired across the nation on May 22, 1948, generated more than \$200,000 in one year to support Dr. Farber's research—and the Jimmy Fund was born.

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