



BOB WOODRUFF FOUNDATION

Helping **heroes** on the homefront



CHRIS BOTTI, SETH MEYERS, JOHN OLIVER, RAY ROMANO, BRUCE SPRINGSTEEN, JON STEWART AND SURPRISE GUESTS TO PERFORM AT NINTH ANNUAL STAND UP FOR HEROES

PRESENTED BY THE BOB WOODRUFF FOUNDATION AND THE NEW YORK COMEDY FESTIVAL, STAND UP FOR HEROES WILL TAKE PLACE AT THE THEATER AT MADISON SQUARE GARDEN ON NOVEMBER 10

TICKETS ARE AVAILABLE FOR PURCHASE ON SEPTEMBER 16 AT 12:00 NOON EST AT
bobwoodrufffoundation.org OR nycomedyfestival.com

New York (September 15, 2015) — Distinguished comedians and musicians will unite for the ninth annual Stand Up for Heroes event at The Theater at Madison Square Garden, Tuesday, Nov. 10. Chris Botti, Seth Meyers, John Oliver, Ray Romano, Bruce Springsteen, Jon Stewart, and other surprise guests will take the stage to perform for an audience that includes some of the brave military men and women who have served this country, to raise awareness and funds to support the Bob Woodruff Foundation (BWF).

Presented by BWF and the New York Comedy Festival (NYCF), and brought to you by Veterans on Wall Street, supported by founding sponsor GFI Group, Inc., and the Steven & Alexandra Cohen Foundation, Stand Up for Heroes upholds the foundation's mission, to create long-lasting, positive outcomes for our nation's injured veterans, service members and their families, by finding, funding and shaping initiatives that enrich the lives of these heroes. The event itself embodies the mission by placing injured military members and their families at the heart of the evening.

Beginning at Town Hall in 2007, moving to the Beacon Theater in 2010, and transitioning to The Theater at Madison Square Garden in 2013, Stand Up for Heroes has continued to expand and grow due to its remarkable success. Over eight years, comedians including Stephen Colbert, Louis C.K., Jim Gaffigan, Ricky Gervais, Conan O'Brien, Jerry Seinfeld, Jon Stewart, Brian Regan and Robin Williams, have graced the stage to advocate for extraordinary servicemen and women. Over the last eight years, Stand Up for Heroes has raised more than \$27 million to help our injured service members and their families.

Additional highlights from previous years have included a rendition of "New York, New York" by Chairman of the Joint Chiefs of Staff, Gen. Martin Dempsey; Capt. Derek Herrera, a paralyzed Marine special operations officer walking across the stage with the assistance of an exoskeleton; and Bruce Springsteen, who has performed at all of the Stand Up for Heroes events since its inception, auctioning off multiple

guitars, to benefit the BWF.

In 2006, Bob and Lee Woodruff found themselves facing similar challenges to injured service members during Bob's recovery from injuries sustained by a roadside bomb while covering the war in Iraq for ABC News. Inspired by their experiences, they resolved to ensure that our nation's heroes have access to the same level of support and resources. Stand Up for Heroes became the brainchild of the Woodruffs and New York Comedy Festival founders Caroline Hirsch and Andrew Fox as a tribute to these heroes.

Tickets for Stand Up For Heroes go on sale today at 12:00PM EST through bobwoodrufffoundation.org or nycomedyfestival.com. Corporate sponsor packages and VIP benefit packages can be purchased by emailing jasmin.guerra@bobwoodrufffoundation.org.

"Despite their wounds, veterans are returning home looking for their next challenge, to make a true difference in their communities—sometimes, they just need a helping hand—and events like Stand Up for Heroes help us do that," said Bob Woodruff. "Lee and I are so humbled by the generous contributions of the talent, sponsors, and variety of organizations in honor of our nation's heroes and their families. Each year the show gets bigger and better, demonstrating the unwavering support of all those involved"

"The Bob Woodruff Foundation supports an incredible cause, and we are proud to once again partner with the organization to show a small token of gratitude to the men and women who have risked their lives protecting our country," says Caroline Hirsch, Bob Woodruff Foundation board member and founder of the New York Comedy Festival and Carolines on Broadway. "It is heartening to see the immense support we continue to receive year after year for this worthwhile cause, both from the performers and the generous supporters," Hirsch adds.

Stand Up for Heroes will kick off and is one of the centerpiece events of the New York Comedy Festival. The 12th installment of the festival runs November 10-15, 2015 and takes place at venues throughout New York City. The NYCF's schedule will consist of more than 200 comedians -- including Judd Apatow, Bill Burr, Margaret Cho, Billy Crystal, Nathan Fielder, Gabriel Iglesias, John Leguizamo, Norm Macdonald, Bill Maher, Kumail Nanjiani, Trevor Noah, Patton Oswalt, Iliza Shlesinger, Sarah Silverman, and David Steinberg, performing in over 60 shows at iconic New York City venues such as the Beacon Theatre, Brooklyn Academy of Music (BAM), Carnegie Hall, Carolines on Broadway, Madison Square Garden, The Theater at MSG, Town Hall and the 92nd Street Y.

This year's sponsors for Stand Up for Heroes include: Veterans on Wall Street, GFI Group, Inc., Steven & Alexandra Cohen Foundation, Paul E. Singer Foundation, Toyota, 21st Century FOX, J. Walter Thompson, Havas PR & Havas Health, Jack Daniels, JetBlue, and Thomson Reuters.

ABOUT THE BOB WOODRUFF FOUNDATION

The Bob Woodruff Foundation (BWF) is the nonprofit organization dedicated to ensuring injured service members and their families are thriving long after they return home. A national organization with grassroots reach, the Bob Woodruff Foundation complements the work of the federal government — diligently navigating the maze of more than 46,000 nonprofits providing services to veterans—finds, funds and shapes innovative programs, and holds them accountable for results. To date, BWF has invested more than \$28 million in public education and solutions, reaching more than 2 million service members, support personnel, veterans and their families. The Bob Woodruff Foundation was co-founded in 2006 by award-winning anchor Bob Woodruff and his family, whose own experiences inspired them to help make sure the nation's heroes have access to the high level of support and resources they deserve, for as long as they need it. For more information about the Bob Woodruff Foundation, please visit the BWF website, like the BWF Facebook page, and follow the BWF on Twitter, @Stand4Heroes. The hashtag for Stand Up for Heroes is #Stand4Heroes.

ABOUT THE NEW YORK COMEDY FESTIVAL

Now in its twelfth year, the New York Comedy Festival is produced by Carolines on Broadway in association with Comedy Central. The festival has featured the country's top comedians, including Aziz Ansari, Hannibal Buress, Louis C.K., Larry David, Ricky Gervais, Kevin Hart, Bill Maher, John Mulaney,

Tig Notaro, Nick Offerman, Amy Schumer, Sarah Silverman, and Wanda Sykes, to name a few. In 2007, the festival launched the “Stand Up for Heroes” event to benefit The Bob Woodruff Foundation, which has featured performances by Ricky Gervais, John Mayer, John Oliver, Conan O’Brien, Jerry Seinfeld, Bruce Springsteen, Jon Stewart, and Robin Williams, among others. To date, the “Stand Up for Heroes” events have raised over \$27 million. For more information please visit the NYCF website, like the NYCF Facebook page, and follow the NYCF on Twitter, @NYComedyFest.

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