

MUSIC BEATS CANCER CHARITY ANNOUNCES NEW “CHALLENGE” TO RAISE FUNDS AND AWARENESS FOR CANCER-FIGHTING INNOVATIONS

Music Beats Cancer, a 501(c)3 nonprofit that helps fund innovators working on cancer-fighting solutions by partnering with emerging musicians, has announced a new fundraising/awareness challenge, where winning artists get to have their song played on the radio.



The purpose of the Challenge is to help raise awareness and funds for biotech innovators who are working on badly needed solutions for cancer, but lack the requisite funds to move forward . At the same time, the Challenge offers emerging artists a unique opportunity to align their voice with a worthy cause and to reach a broader audience and gain exposure.

The rules of the Challenge are the following: Top three artists who have raised the most funds on the [Music Beats Cancer](#) platform by the end of the challenge period will be announced as the winners. Each winner be the feature of a 60 second spot on **Hot 99.5, DC’s #1 hit music station, an iHeartRadio station** with a weekly reach of **631,800 listeners**.

Snippets of the winners’ chosen song and a voice recording of what inspired them to align their voice with Music Beats Cancer will be aired on the radio.

"Musicians are at the forefront of our cancer battle. The Music Beats Cancer Challenge will help raise awareness and funds in support of cancer-fighting innovations while elevating the voices

of musicians who wish to see change in the war on cancer,” says Mona Jhaveri, founder of Music Beats Cancer.

WHAT

60 second radio segments featuring a winner of the Music Beats Cancer Challenge

WHERE

HOT 99.5, DC's #1 Hit Music Station

WHEN

The challenge will launch June 7th, 2021, 9:00 AM EST in honor of **National Cancer Survivors Day** and will end June 30, 2020, 11:59pm EST. Winners will be aired each Saturday in July, starting July 3rd.

This contest is operated and owned by Music Beats Cancer, and is not an iHeartRadio contest.

All rules and regulations of the FCC will be followed. Funds received before or after the competition period will NOT be counted towards the Challenge. No donations will be refunded.

All funds raised through the Music Beats Cancer Challenge support the [Community Mega Fund](#), a fund that matches, dollar for dollar, donations made to the [cancer-fighting campaigns](#).
#NationalCancerSurvivorsDay, #MusicBeatsCancer, #iheartradio #dc.

For more information, interviews, and other media requests, please contact hollie.geraghty@otterpr.com and visit the [Music Beats Cancer challenge page](#). If you are an artist who is interested in participating in the challenge, please contact mona@musicbeatscancer.org.