



September 2, 2008

CONTACT:

Sean Kimerling Foundation 212 986 0892 X3 info@seankimerling.org
Naked Boys Singing! Steven De Luca 212 302 4848 sdeluca@martianentertainment.com

NAKED BOYS SINGING! JOINS THE FIGHT AGAINST TESTICULAR CANCER

New York, NY, For immediate release Naked Boys Singing! , a musical comedy revue produced by Jamie Cesa, Carl D. White, Hugh Hayes and Tom Smedes, has joined with the Sean Kimerling Testicular Cancer Foundation to help raise awareness on the importance of self-examination and early detection of testicular cancer.

NAKED BOYS SINGING! is a musical comedy revue featuring an original score of 16 songs celebrating the splendors of male nudity. Now in it's 10th year, NAKED BOYS SINGING! reminds us that clothes alone do not make the man.

"The show's box office success and popular appeal has successfully crossed over into the non-traditional audiences including bachelorette parties who can help spread the word to their spouses" said Steven DeLuca, Marketing Director for Martian Entertainment LLC. "It's an important issue, there's an obvious relationship to our actors, and we're happy to help" continued DeLuca.

NAKED BOYS SINGING! Plays at THE NEW WORLD STAGES 340 West 50th St between 8th and 9th Avenue, New York, NY. For more information www.nakedboysinging.com

The Sean Kimerling Testicular Cancer Foundation was established in memory of Sean Kimerling, the Emmy Award-winning anchor of WB11 sports and pre-game announcer for the New York Mets. Sean died from testicular cancer on September 9, 2003. He was only 37. "Sean fought a brief, intense battle with cancer. He was unaware of his cancer until very late when severe back pain sent him to the doctor. He was a young, healthy, vibrant man, intelligent and kind ... his life was cut short in its prime", said Noah Kimerling Foundation President and Founder. "The Foundation's goal is that all men will have the information they need about the disease, its symptoms and what to do about them so that more cases will be diagnosed early, and lives saved" said Rob Seaver, Vice President of the Foundation.

Testicular cancer is the most common cancer among young men between the ages of 15 and 40. This year, almost 8000 young men will be diagnosed with the disease. It has one of the highest cure rates of all cancers, with a survival rate over 95 percent, if detected and treated early. Too often, young men, like Sean, are not aware they have TC until it has spread throughout their body, greatly complicating treatment and their chances of survival.

For more information ... www.seankimerling.org

#####

29 Broadway Suite 1412, New York, NY 10006,
T: (212) 986-0892,ext. 3; E: info@seankimerling.org, W: www.seankimerling.org