

**For Immediate Release**

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**Gary Cohen, Keith Hernandez & Ron Darling Create Website for a Good Cause**

## **T-Shirts Being Sold With Net Profits Going to Announcers' Favorite Charities**

(NEW YORK CITY, May 14, 2008). SNY television announcers Gary Cohen, Keith Hernandez & Ron Darling today launched their "Pitch in for a Good Cause" website where fans can purchase custom designed tee shirts with net proceeds from the sales going to the New York sportscasters' favorite charities. The website is also interactive with fans being able to submit their favorite Gary, Keith & Ron stories, as well as photos of people wearing the tee shirts. Fans can also learn about their favorite sports announcers through a "Getting to Know 3 Guys in a Booth" page, where they can ask questions.

"It takes a community to weather the storms of life," said Gary Cohen, voice of the New York Mets. "We're asking our fans - our community - to join us in helping others."

The website is offering four different tee shirts. One has Cohen's signature phrase, "It's Outta Here." Another features caricatures of Hernandez's fans all wearing his #17 jersey, sporting his mustache, wearing his famous footwear and enjoying a pop. Darling's tee pays tribute to "Mr. Perfect," as well as his many numbers and nicknames. The fourth is the official "Gary, Keith and Ron tee-shirt," providing a humorous but loving portrait of the sportscasters' fans. All fans who purchase a tee shirt will be invited to an end of the year fundraising event.



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"My mother died of Alzheimer's at the age of 59, so for the last 15 years I've helped raise funds for the Cobble Hill Health Center in Brooklyn because of its terrific care for the elderly with dementia, Alzheimer's and other related disorders," explained Hernandez. "And that's the charity I've selected."

"I chose the Juvenile Diabetes Research Foundation because of its dedication to finding a cure for juvenile diabetes," Darling said. "Since my youngest son was stricken with JD at the age of 11, one of my goals is to make his life and lifestyle as promising as any other child's."

"Domestic violence touches everyone, and I've picked the Women's Shelter of Greater Danbury because of the enormous life-changing impact this safe house has on women and their children," explained Cohen.

The official Gary, Keith & Ron tee shirt can be purchased for \$22.99, and the other three tees featuring the individual sportscasters cost \$20.99. All four can be purchased for a discounted price of \$75.00. The Gary, Keith & Ron website is <http://www.garykeithandron.com>.

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