



Dance Marathon at UCLA

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****FOR IMMEDIATE RELEASE****

DANCE MARATHON HOSTS BREW CO NIGHT THIS THURSDAY, NOV 15th

WHAT: This Thursday, November 15, 2007, Dance Marathon will be hosting “**Brew Co Night**” from 8:00pm-close at Westwood Brewing Company on 1097 Glendon Avenue. Dance Marathon’s Brew Co Night is a fundraiser for pediatric AIDS and is open to all UCLA students. Renting out the top floor of Westwood Brewing Company, Brew Co. Night is one of DM’s most exciting events, bringing together students for drinks, entertainment, and education about the cause of pediatric AIDS. Dancer Captains will also be introduced and help to promote dance registration, which opened October, 31st. In addition to providing information regarding pediatric AIDS, the event will include entertainment and a raffle for DVDs and UCLA gear. While the venue is typically a 21 and older bar, the bar will be **open to students of all ages from 8-10 pm** for this unique and important fundraiser. Donations are encouraged but not required. Starting this year, students who donate money will be given a chance to participate in the “Color for the Cure” program through which they can decorate an AIDS ribbon to be displayed at Dance Marathon in February.

WHEN: Thursday, November 15th, from 8 - close.

WHERE: Westwood Brewing Company, 1097 Glendon Avenue, Westwood, CA.

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About Dance Marathon at UCLA (DM):

Dance Marathon at UCLA is the largest student-organized philanthropic event on the West Coast. It is an entirely student-initiated, student-run 26-hour dance-a-thon that unites college students, activists and community members in the fight against pediatric AIDS.

In response to the devastating global AIDS pandemic, students at UCLA have rallied together to organize a 26-hour annual dance-a-thon to raise money for the cause. Participants acknowledge the battle of children suffering from AIDS by fighting their own personal battle: staying on their feet for the entire duration of the event. With thousands of participants every year, live music, and appearances by celebrities and activists alike, Dance Marathon has been able to raise almost \$1,000,000 to benefit the Elizabeth Glaser Pediatric AIDS Foundation – the largest pediatric AIDS foundation in the United States, as well as Project Kindle and Camp Heartland, two free summer camp programs for HIV-affected children. In 2007 alone, Dance Marathon united over 2,500 supporters and grossed over \$330,000,000 in financial contributions. Moreover, since its inception in 2002, Dance Marathon has sought to empower the UCLA campus community in the fight against pediatric AIDS, raising not only money, but also awareness about the importance of HIV education and testing, and helping young people to make a difference in halting the spread of this critical, preventable disease.