



# Dance Marathon at UCLA

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\*\*\*\*FOR IMMEDIATE RELEASE\*\*\*\*

## DANCE MARATHON HOSTS BRUIN PLAZA DAY THIS THURSDAY, JAN 24TH

**WHAT:** This Thursday, January 24<sup>th</sup>, Dance Marathon will be hosting its final “**Bruin Plaza Day**” from 11:00am-2pm in Bruin Plaza. Join us to celebrate all things Dance Marathon. With only one more day for dancers to register, we will be providing lots of information about Dance Marathon, paired with many fun activities. There will be entertainment, games, dancing, and much more. Computers will be available for those last few dancers to register and dancer captains will be present to answer questions about the event. 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 – all proceeds go directly towards dancers fundraising efforts.

**WHEN:** Thursday, January 24<sup>th</sup>, from 11am- 2 pm.

**WHERE:** Bruin Plaza, UCLA Campus.

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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.