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

## **DANCE MARATHON HOLDS POKER TOURNAMENT TO BENEFIT PEDIATRIC AIDS “PLAY FOR THE KIDS, PLAY FOR THE CURE”**

**WHAT:** This Tuesday, February 6, 2007, Dance Marathon is holding its annual Poker Tournament to benefit Pediatric AIDS, entitled “Play for the Kids, Play for the Cure.” The tournament, which is open to all UCLA students, whether they are registered for DM or not, serves to help registered dancers fundraise and spread awareness about the cause. The buy-in is \$15 if you pre-register at [www.bruindancemarathon.org/poker.html](http://www.bruindancemarathon.org/poker.html), or \$20 at the door, and your buy-in goes directly towards your Dance Marathon fundraising goal, or to the fundraising efforts of any friend you know participating in Dance Marathon over President’s Day Weekend 2007. The Poker Tournament is a great way to support friends who are participating in Dance Marathon, contribute money to an important cause, and play some exciting games of poker. DM’s Corporate Relations committee has obtained prizes for the Poker Tournament winners, including a ticket for a round-trip flight to anywhere in the continental United States (and other prizes tba).

**WHEN:** **Tuesday, February 6<sup>th</sup> 2007, from 6pm-midnight.**

**WHERE:** The 2007 DM Poker Tournament is being held at the LATC Clubhouse here at UCLA. Tickets are available at [www.bruindancemarathon.org/poker.html](http://www.bruindancemarathon.org/poker.html) for \$15, or are \$20 at the door.

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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 over \$650,000 to benefit the Elizabeth Glaser Pediatric AIDS Foundation – the largest pediatric AIDS foundation in the United States. Starting this year, Dance Marathon will also benefit Camp Kindle and Camp Heartland, two free summer camp programs for HIV-affected children. In 2006 alone, Dance Marathon united over 2,000 supporters and grossed over a quarter of a million dollars 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.