



Dance Marathon at UCLA

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****FOR IMMEDIATE RELEASE****

DANCE MARATHON DANCER REGISTRATION OPENS WEDNESDAY, OCTOBER 31ST WITH PUBLICITY STUNT AND EVENT IN BRUIN PLAZA

WHAT: This Wednesday, October 31, 2007, **early dancer registration for Dance Marathon at UCLA will open.** At **noon** on Halloween the Dance Marathon organizing committee, will kick off registration for the seventh annual Dance Marathon. Dressed in costume and highlighter colored shirts, committee members and participants from previous years will lead students in choreographed “morale” dances, limbo, and jump rope as well as help them sign up online, pass out candy, and inform them about the cause, pediatric AIDS. Registering early, before World’s AIDS Day on November 30th, entitles dancers to a registration discount. This year’s organizing committee hopes to register 800 dancers before the end of November. Additionally, for the first time this year students will be able to donate \$1 and color an AIDS ribbon to be hung up at the actual event. The proceeds from this, “Color for the Cure,” will go to the same beneficiaries as the actual event on February 16-17; Elizabeth Glaser Pediatric AIDS Foundation, Camp Heartland and Camp Kindle. All three are organizations aimed at improving the lives of children impacted by AIDS. In registering, dancers agree to participate in the 26 hour event as well as raise a minimum sponsorship of \$225. Not only is Dance Marathon an exciting and fun event to be part of, by dancing students are helping save the lives of less fortunate kids. Their money will buy 28 immunization shots and thereby effectively prevent 28 children from suffering from AIDS.

WHEN: **Wednesday, October 31st from 12-1pm**
(Most visible action will take place during first 15 minutes of the hour)

WHERE: The performance on Wednesday will take place on Bruin Plaza. To register students can go to www.dancemarathon.ucla.edu and click on the “Registering” link. Dance Marathon Committee members will have laptops out on Bruin Walk all week for students to use in registering.

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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. 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 \$330,000 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.