

DANCE MARATHON

AT THE UNIVERSITY OF FLORIDA

FOR IMMEDIATE RELEASE

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Dance Marathon at UF sets goal to raise \$200,000 in ONE DAY

Dance Marathon at the University of Florida, the largest student-run philanthropy in the southeast U.S., will participate in its second Transform Today Tuesday, Nov. 11, which is an effort to raise \$200,000 in one day.

DM at UF will set a public goal to raise the amount of money equivalent to the cost of an ECMO machine and NICU incubator in just 26.2 hours. These are two lifesaving machines that are used by dozens of children daily at UF Health Shands Children's Hospital.

"Transform Today is an event unlike any other," said Armani Abreu, Public Relations Overall for DM at UF. "Last year, our organization set the precedent for raising the most money in 24 hours for a Dance Marathon, but this year will be even bigger."

This year's Transform Today will be held from 8 a.m. on Tuesday to 10:12 a.m. on Wednesday. DM at UF hopes to gain support from the Gainesville community, UF campus and DM alumni to reach this year's goal and spread awareness for the main event, which will be held in March.

All funds raised through DM at UF directly benefit research, equipment and patient care for dozens of children at UF Health Shands Children's Hospital, Gainesville's local Children's Miracle Network Hospital.

DM at UF raised more than \$2 million at the event in March 2015. This philanthropy has expanded exponentially in members involved and fundraising amounts each year. DM at UF is considered a DM program national leader and the only Dance Marathon in the nation to grow so quickly.

"It's truly amazing to see the impact the Gator Nation has made on these children through Dance Marathon," said Abreu. "Transform Today is just one more way that we strive to support and uplift this incredible mission."

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Dance Marathon at the University of Florida is a year-long philanthropy raising funds and awareness for UF Health Shands Children's Hospital, Gainesville's local Children's Miracle Network hospital. Multiple fundraising events are held for an entire year leading up to the final event in March where more than 800 UF students will stand for 26.2 hours. The dancers stand to symbolize the pain and long periods of time pediatric patients spend in the hospital. Dance Marathon will be held March 19-25, 2016 at the Stephen C. O'Connell Center in Gainesville, Fla.

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