

DANCE MARATHON

AT THE UNIVERSITY OF FLORIDA

Benefitting Children's Miracle Network Hospitals at
UF Health Shands Children's Hospital

JOIN US 2017
at the Stephen C. O'Connell Center



FOR ALL THE RIGHT REASONS



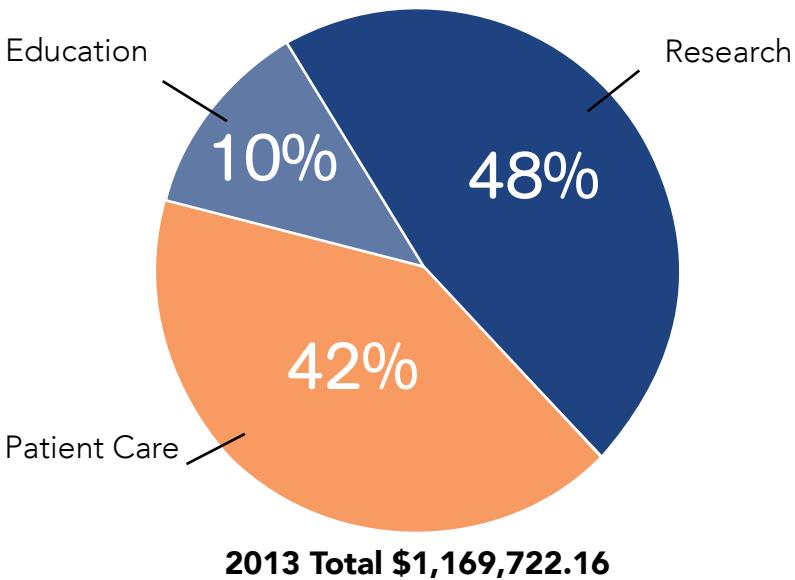
DANCE MARATHON 2017 AT THE UNIVERSITY OF FLORIDA

Dance Marathon at the University of Florida is a year long effort of more than 6,000 students that culminates in a 26.2-hour event. At the event, over 800 UF students stay awake and on their feet to symbolize the obstacles and hardships our Miracle Children have faced. The event raises funds for UF Health Shands Children's Hospital, our local Children's Miracle Network Hospital in Gainesville, Florida. As the most successful student-run philanthropy in the southeastern United States, Dance Marathon at UF has raised more than \$12.5 million in the past 22 years.

Throughout the event, Miracle Families, who have survived remarkable odds and overcome their illnesses or injuries with the help of UF Health Shands Children's Hospital, share their stories and inspire students. Musicians, celebrities, athletes, student groups and community organizations entertain the dancers during the event to provide motivation and support.

WHERE DOES THE MONEY GO?

All the funds raised from Dance Marathon at UF goes directly back to UF Health Shands Children's Hospital. The following breakdown illustrates how they used these funds during the 2012-2013 fiscal year.



“Dance Marathon is an embodiment of the selflessness of our community, and proof of how much good we each can do when we all work together. Do your part to help make big and little miracles happen in the lives of our children.

- Dr. Guzick, UF Senior Vice President for Health Affairs and President of UF&Shands Health System

MEET A MIRACLE CHILD: KAEDYN

Kaedyn B. is the five year old son of Nic & Shelsie who was diagnosed with A.L. Leukemia on Friday the 13, 2010. Kaedyn was born on September 22, 2009. He was over 8lbs in the 98th percentile in growth stats and looked to be the picture of newborn health. Kaedyn did many things early. Walking at nine months and scrambling to run in the last few weeks as he tried to keep up with his brother Kaleb (his hero) were things he tackled with spunk and determination. Two and half weeks before Kaedyn was checked in at UF Health, Shelsie took him to see his pediatrician because his cheeks were a little swollen. After a quick visit, Kaedyn was diagnosed with the mumps. A week later, his symptoms continued to worsen to include continued swelling in the cheeks and obvious pain in his stomach so Shelsie and Nic brought him to the E.R. They were then told that he was just experiencing the effects of mumps and were directed to take him home being sure to keep him in isolation. On Thursday night in the wee hours, his pain grew excruciating so he was again rushed

to the E.R. Where finally, doctors finally diagnosed him with leukemia and he was rushed to UF Health Shands Children's Hospital. Blood tests confirmed that Kaedyn indeed has Acute lymphoblastic leukemia (ALL) which is a cancer of the white blood cells, the cells in the body that normally fight infections. Kaedyn finished his treatment on August 14, 2013. In just 4 months after treatment ended his cancer returned. His best chance at a cure was a Bone Marrow Transplant. He spent 4 months in the hospital with only a weekend break. He needed chemotherapy and radiation to get his cancer back under control. It was a very rough patch with multiple infections and him not being allowed out of his room. When his cancer was in remission once again he received his Bone Marrow Transplant on March 22, 2013. A month after his new cells entered his bloodstream he left the hospital and to this day has not been admitted. This past Spring Kaedyn celebrated being two years cancer free. He truly is a little miracle child.”



DM BY THE NUMBERS

Number of visitors during the main event who will be exposed to your logo and banner

3,500

Number of T-shirts that will include your company's logo

2,625



12,000



Facebook Fans

Twitter Followers

5,000

220,000



Number of hits annually to our website

www.floridadm.org

\$12,531,016

Total amount raised for UF Health Shands Children's Hospital, our local Children's Miracle Network Hospital, by DM at UF since 1995



VISIT OUR WEBSITE AT FLORIDADM.ORG
OR FIND US ON



WANT TO HELP MAKE MIRACLES HAPPEN?

Contact us or send donations to:

Dance Marathon

J. Wayne Reitz Union

P.O. 118505

Gainesville, FL 32611

CONTACT US FOR MORE INFORMATION

Overall Director

Drew Carlton

dcarlton@floridadm.org

External Communications

Jacob Leuze

jleuze@floridadm.org

Hospitality

Katie Tretheway

ktretheway@floridadm.org

Sponsorship

Lacy Rubloff

lrubloff@floridadm.com

Public Relations

Claire Daniel

cdaniel@floridadm.org

PRINTING COURTESY OF: RENAISSANCE PRINTING

4130 NW 16th Blvd. Gainesville, FL 32605 (352) 372-2233

