University of Iowa Dance Marathon to Host Their Big Event 2016

**When:** The 22nd annual University of Iowa Dance Marathon is set to take place February 5-6th, 2016. The dancers will stand from 7:00 p.m. Friday night to 7:00 p.m. Saturday to symbolize their support for the fight against pediatric cancer.

**Where:** The University of Iowa Memorial Union, 125 North Madison St., Iowa City.

**Who:** Over 2,600 dancers, 250 leadership members, 220 families, 300 volunteers.

**What:** The annual 24-hour Big Event is the culmination of students’ year-round dedication to the children and families receiving treatment at University of Iowa Children’s Hospital. Dancers work 365 days to reach their individual $500 goal in order to attend the Big Event. Furthermore, this year each leadership team member committed to raising $700, $200 more than dancing participants.

The Big Event requires participants to forego caffeine, sleep and the luxury of sitting down for the full 24 hours. To pass the time, live entertainment will be provided, including Street Corner Symphony, Reza (an illusionist), a Talent Show, an appearance from the University of Iowa Spirit Squad, a Best Buy video game room, Dance Marathon Family speakers and much more.

**Why:** Dance Marathon works to create special projects to provide emotional and financial support to families treated at UI Children’s Hospital with an emphasis on pediatric cancer. Throughout the past 20 years, UI Dance Marathon has raised over $16.5 million to help families in their fight against pediatric cancer.

A 24-hour live feed of the Big Event is available at www.dancemarathon.org.

Dance Marathon has launched a UIDM app, which is available on both Apple and Android products. The app will include: updates during the event, event schedules, maps, and quick links to Dance Marathon social media.

For more information or to make a donation, please visit www.dancemarathon.org. or email Evan Furlong at dm.prchair@gmail.com.
Fact Sheet

Dance Marathon History

- Dance Marathon works in association with the Center for Student Involvement and Leadership and Children’s Miracle Network Hospital, an organization established to generate funds and awareness programs for the benefit of children served by affiliated hospitals.
- The University of Iowa Dance Marathon began in 1994 and raised $31,000 in its inaugural year.
- The first year of Dance Marathon supported 26 families.
- In the first 22 years of Dance Marathon, the entirely student-run organization has raised over $16.5 million for the fight against pediatric oncology, each of the last 8 years bringing in over $1 million and breaking the record of the previous year.
- The University of Iowa Dance Marathon gave a $1 million gift to the University of Iowa Children’s Hospital in 2008 to build a cancer research lab. The exciting development opened in May 2011.
- In 2011, Dance Marathon pledged $5 million over 10 years to the new University of Iowa Children’s Hospital set to open in fall of 2016.
- In 2015, Dance Marathon allocated $2.2 million over the next three years to create the University of Iowa Dance Marathon Targeted Therapy Program which will allow the UI Children’s Hospital to begin phase I and phase II trials.
- Since commencement, Dance Marathon has supported and now remembers 202 kiddos who lost their battle to cancer and will be forever Dancing in Our Hearts.
- The University of Iowa Dance Marathon is nationally recognized and the largest Dance Marathon west of the Mississippi.

Dance Marathon 22

- 12 Dance Marathon Kiddos will participate in the Dance Marathon Graduation Ceremony, celebrating 5 years cancer free.
- The theme of this year’s family room, a room dedicated to providing activities for the family throughout the event, is Monster Inc.
- Dancers and families will have the opportunity to play with some of the newest gaming technology in the Best Buy entertainment room throughout the event.
- Local businesses and restaurants have donated a majority of the food for meals during the 24-hour event. This includes: Pancheros, Panda Express, and Blue Bunny Ice Cream.
- The Lisa Baum/ Laura Wenman Award that honors the top individual dancer, the Mary Peterson Award that honors the top Greek chapter, the Chris Metzger Award that honors the highest fundraising student organization, and the UI Foundation Young “Phil”anthropist Award that honors the highest fundraiser will all be presented at the Big Event.
Points of Interest

- 7:00pm Opening Ceremonies begin
- 7:05pm House Mom’s Dance Routine
- 7:35pm Morale Captains enter debuting the new morale dance
- 7:50pm Family entrance
- 9:05pm Iowa Andhi performance (Bollywood fusion dance team)
- 10:10pm The Man Pageant
- 11:35pm 1:00 am Street Corner Symphony performance
- 3:10 am Dance Marathon Talent Show
- 6:10 am Short Hair Don’t Care
- 7:00am Livin on Prayer! (celebrating the halfway mark)
- 7:05am Reza performance (an illusionist)
- 8:25am UI Sparklers performance
- 9:00am The Big Event Silent Auction (in Hubbard Commons)
- 9:00am Congratulate Dance Marathon the Marathon participants
- 9:30am Hospital employees skit
- 10:55am Diamond Cut Dance Team Performance
- 12:05pm “In the Lime Light” Talent Show
- 1:40pm Spirit Dancer tote board
- 2:45pm Mini Dance Marathon Tote Board
- 3:00pm Kiddo Graduation (celebrating 5 years cancer free!)
- 4:20pm Lisa Baum, Mary Peterson, and Chris Metzger awards announced
- 4:25pm President Harreld and Lynette Marshall present the UI Foundation award
- 5:00pm Power Hour begins
- 6:20pm Dancing in our Hearts video (remembering all those who have passed).
- 6:35pm Recap video of the DM22 highlights
- 7:00pm Tote board is announced

General Points of Interest

- **Dancing in Our Hearts Room**– Filled with pictures, writing, and memories of DM children who did not survive their struggle with pediatric cancer. This room is located in the Nebraska Room.

- **Dance Marathon the Marathon**– Bank of America Chicago Marathon, October 11th, 2015. The Dancers, Leadership Members, Alumni, and Families who participated will be honored during the Big Event.

- **Monster’s Inc Family Room** – Dedicated to our families for meals, crafts, and games throughout the event.
Lingo
FTK- For The Kids
DM- Dance Marathon
The Big Event- The 24 hour event
Dancer- Person that stays standing for 24 hours to fight against pediatric cancer

Leadership Legend
Dancers- lime green
Spirit Dancers- yellow
Business Cabinet- purple
Event Cabinet- pink
Executive Team-black
Family Relations Cabinet- blue
Families- Carolina blue
Morale Captains- red
Morale Captain Assistants- tie-dye
Volunteers-white

Sidebar Information

Dance Marathon the Marathon
Dance Marathon the Marathon was created in 2008. The group’s sole purpose is to complete the Bank of America Chicago Marathon in honor of the kids! In its 8th year, the group had 197 participants and raised an additional $220,000.

Office of Sustainability
Dance Marathon is partnering with The Office of Sustainability in order to make Dance Marathon a more GREEN event. We worked diligently to eliminate as much waste as possible, providing extra containers for recyclable and compostable materials. In addition, we will be using as many bulk items as possible.

Morale Captain in Training Program
The Morale Captain in Training program was started in 2010 and focuses on getting DM siblings involved with the Big Event. This year each morale captain trainee will be dancing with a specific morale group and will have the opportunity to meet many of the collegiate dancers.

Pillowcases
The ceiling of the main ballroom is a lined with pillowcases honoring both our past and present Dance Marathon kids. Each pillowcase was specially designed and decorated by the members of our Family Relations Committee.

Dancing in our hearts quilt and candle
On the back balcony of the main ballroom are two quilts accompanied by a candle, which will be illuminated for the full 24 hours. The quilt is embroidered with the names of the 202 children who lost their battle with cancer, but will forever be dancing in our hearts.
Map

The map below is of the IMU ground floor. Here is where all press will be meeting for: interviews, writing stories, and use as a quiet break room from all the commotion upstairs.