



UIDANCE MARATHON

Creating tomorrow by dancing today.

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FOR IMMEDIATE RELEASE

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Media Advisory

University of Iowa Dance Marathon to Host Big Event 2020

The 26th annual University of Iowa Dance Marathon will take place February 7th and 8th in the Iowa Memorial Union in Iowa City, IA. Together, dancers, leadership members and volunteers will stand from 7:00 PM Friday to 7:00 PM Saturday to symbolize their support for the fight against pediatric cancer.

The annual 24-hour Big Event is the celebration of students' year-round dedication to the children and families who have received treatment at the University of Iowa Stead Family Children's Hospital. Dancers and leadership members fundraise for 365-days to reach their individual fundraising goal in order to raise millions of dollars for these families.

"It's honestly unreal that the Big Event is almost here," said Allie Stutting, executive director. "I'm excited to see our campaign come to life during these 24-hours as it will truly be a time everyone is together; dancers, leadership members, community supporters, faculty and most importantly families. I can't wait for families to see our students fight alongside them as one united army in lime."

The Big Event requires participants to forego caffeine, sleep and sitting down if they are able for the full 24-hours. To pass the time, there will be live performances from Natascha Myers, Nick Thomas and Kazual. Other entertainment will include family speakers, kiddo graduation to celebrate those who have been five-years cancer free, LipSync battle and much more.

"This is my fifth year in this role, and the Dance Marathon Big Event still is my favorite day all year," said Tracey Pritchard, assistant director. "It takes my breath away seeing what a true difference a dedicated group of students can make. This year it has been such a privilege working alongside these incredible, passionate students who have joined this fight for the kids and families battling pediatric cancer at UI Stead Family Children's Hospital. I can't wait to see what thousands of us can do when we band together for 24-hours to support, fundraise, celebrate and fight for our families!"

Dance Marathon works to create special projects to provide emotional and financial support to families treated at the UI Stead Family Children's Hospital with an emphasis on pediatric cancer and bone marrow transplant patients. Throughout the past 25 years, UI Dance Marathon has raised over \$26 million to help families in their fight against pediatric cancer. In recent years,



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Dance Marathon committed a \$5 million gift to the construction of the UI Stead Family Children's Hospital where the 11th floor is named the University of Iowa Pediatric Oncology Unit. Additionally, UI Dance Marathon pledged \$2.2 million to fund a Child Life Specialist Position to ensure patients are given the emotional support they need.

A 24-hour live feed of the Big Event will be available at www.dancemarathon.org. For more information or to make a donation, please visit www.dancemarathon.org or email Elizabeth Jackson at dm-prchair@uiowa.edu.

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