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**PRESS KIT**

**For Immediate Release**

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[dm-publicrelations@uiowa.edu](mailto:dm-publicrelations@uiowa.edu)**MEDIA ADVISORY*****University of Iowa Dance Marathon to Host the 31<sup>st</sup> Anniversary of the Big Event***

We are writing today in regard to the 31st anniversary of the University of Iowa Dance Marathon Big Event. This year we are hosting an in-person Big Event at the beginning of February for the second time since the COVID-19 pandemic. This past year, our organization has focused on building lasting legacies with over 1,420 families served, 3000+ meals provided, 732 Big Event hours, 29 Big Event final toteboard reveals, and over 36 million dollars raised. We are pleased to continue this legacy and reflect back on how far Dance Marathon has come in its 31st year.

There will also be a live feed of the Big Event available at [www.dancemarathon.org](http://www.dancemarathon.org). For more information or to make a donation, please visit [www.dancemarathon.org](http://www.dancemarathon.org) or contact Brynn Bowers.

**Mission Statement:** University of Iowa Dance Marathon creates and sustains special projects to provide emotional and financial support for pediatric oncology and bone marrow transplant patients and their families treated at University of Iowa Stead Family Children's Hospital.

**FURTHER INFORMATION:**

**When:** The 30th annual University of Iowa Dance Marathon will take place on February 7th and 8th, 2025. The dancers will celebrate from 7:00 PM Friday to 7:00 PM Saturday to symbolize their support for the fight against pediatric cancer.

**Where:** Iowa Memorial Union; 125 N Madison St, Iowa City, IA 52242

**Who:** Over 1,000 dancers, 180+ leadership members, and 1,400+ families.

**What:** The annual 24-hour Big Event is the culmination of students' year-round dedication to the children and families receiving treatment at the University of Iowa Stead Family Children's Hospital. Dancers work for 365 days to reach their individual \$300 fundraising goal in order to attend the Big Event. Furthermore, each leadership member of the organization is committed to raising at least \$1,000 each. There will be many events going on including a Kiddo Talent show, Lip-Sync Battles, games throughout the IMU, Kiddo Graduation, Dance Marathon family speakers and so much more that will be listed out in the calendar below.

**Why:** Dance Marathon works to create special projects to provide emotional and financial support to children and their families treated at the University of Iowa Stead Family Children’s Hospital—with an emphasis on pediatric oncology, hematology, and bone marrow transplant patients. Throughout the past 31 years, UI Dance Marathon has raised over \$36 million to help families in their fight against pediatric cancer. In recent years, Dance Marathon finished a \$5 million commitment to the construction of the UI Stead Family Children’s Hospital, where the 11th floor is named the University of Iowa Dance Marathon Pediatric Oncology Unit. This past year, UI Dance Marathon pledged \$1.5 million to fund the hiring of a new pediatric oncology professor.

### **DANCE MARATHON HISTORY**

- Dance Marathon works in association with Leadership & Engagement and Children’s Miracle Network, 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 to support 26 families by raising \$31,000 in its inaugural year.
- In the first 29 years of Dance Marathon, the entirely student-run organization has raised over \$34 million for the fight against pediatric cancer, with last year’s fundraising total exceeding \$1.1 million.
- 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. This development opened in May 2011.
- In 2015, Dance Marathon allocated \$2.2 million over the next two 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 for their patients.
- Since commencement, Dance Marathon has supported and now remembers 307 kiddos who lost their battle to cancer and will forever be Dancing in Our Hearts.
- The University of Iowa Dance Marathon is nationally recognized as the 5th largest program in the country, and the largest west of the Mississippi.

### **DANCE MARATHON BY THE NUMBERS**

- 1994 (DM1) – Dance Marathon began
- 1997 (DM3) – Comedian Tom Arnold filmed a PSA announcement to increase fundraising efforts
- 2000 (DM6) – The final big event to be held for 30 hours
- 2000 (DM7) – Grand opening on the University of Iowa Bone Marrow Transplant Unit
- 2004 (DM10) – became the “largest student-run philanthropy west of the Mississippi”
- 2006 (DM12) – The color lime green became the staple of University of Iowa Dance Marathon
- 2008 (DM15) – The creation of Dance Marathon the Marathon
- 2017 (DM23) – UI Stead Family Children's Hospital opened housing UIDM Pediatric Cancer Center on level 11
- 2018 (DM24) – The tote board revealed over 3 million dollars for the first time.
- 2020 (DM27) – COVID-19 pandemic lead to a virtual Big Event
- 2023 (DM29) – The first in person Big Event since the COVID-19 pandemic

- 2024 (DM30) – The highest combined percentage and monetary increase of all Miracle Network Dance Marathons in the 2023-2024 school year.

### **DANCE MARATHON 31**

- 14 Dance Marathon Kiddos are graduating, celebrating 5 years cancer free.
- The theme of this year’s family room, a room dedicated to providing activities for families throughout the event is The Great Outdoors.
- The following local businesses have already partnered with UIDM this year: Hills Bank, Beat Cancer Today, Follett/Iowa Hawk Shop, Iowa Homecoming, Coca-Cola, Iowa House Hotel, and many more that will be featured at the Big Event.
- The Lisa Baum Award honors the top fundraising Dancer, the Mary Peterson Award honors the top Fraternity or Sorority chapter, the Chris Metzger award honors the highest fundraising UI student organization, and the UI Center for Advancement Young Philanthropist Award is given to the highest fundraising student leadership member.

### **POINTS OF INTEREST THROUGH FEBRUARY 7th and 8th**

**7:00pm:** Opening Ceremonies begin

**7:20pm:** Radiothon Presentation

**7:30pm:** Morale Captains enter, debuting new morale dance

**7:50pm:** Family Entrance

**8:50pm:** Family Speaker #1

**9:00pm:** Hawkeye Marching Band Performance

**9:45pm:** Family Speaker #2

**10:10pm:** DMM Toteboard

**10:45pm:** Family Speaker #3

**11:00pm:** Wild Card Act: Karaoke

**11:50pm:** Family Speaker #4

**12:15am:** Short Hair Don’t Care

**12:50am:** Family Speaker #5

**1:05am:** Wild Card Act: Lip Sync Battle

**2:05am:** Family Speaker #6

**2:45am:** The Squares Band Performance

**3:50am:** Family Speaker #7

**4:15am:** 4th Year Dancer Pinning

**4:25am:** Senior Sendoff

**4:35am:** FSL Toteboard

**4:50am:** Family Speaker #9

**5:35am:** Dancing Through the Decades

**6:05am:** Family Speaker #10

**6:20am:** Jazzercise

- 6:55am:** Family Speaker #11
- 7:00am:** Livin' On A Prayer (celebrating the halfway mark)
- 7:50am:** Family Speaker #12
- 8:50am:** Family Speaker #13
- 9:05am:** Mini DM Presentation
- 9:15am:** Kids & Teens Dances
- 9:30am:** Hospital Staff Skit, Hospital Award
- 9:45am:** Family Speaker #14
- 9:50am:** Dalles Jacobus
- 10:10am:** Wave
- 10:20am:** Morale Dance Showcase
- 10:55am:** Family Speaker #15
- 11:20am:** Kiddo Talent Show
- 11:50am:** Family Speaker #16
- 12:05pm:** Yoga
- 12:35pm:** Hawkapellas Performance
- 1:05pm:** Sibling Panel
- 1:35pm:** Faculty/Staff Check Presentation
- 1:50pm:** Family Speaker #17
- 2:05pm:** Fundraising Power Hour
- 3:00pm:** Kiddo Graduation
- 3:45pm:** Family Speaker #18
- 4:00pm:** Award Ceremony
- 4:20pm:** Wild Card Act: Bachelorette
- 4:55pm:** Family Speaker #19
- 5:20pm:** Power Hour Begins
- 6:20pm:** Final family speaker (DIH family) and Dancing in Our Hearts video, remembering the kiddos who have passed
- 6:45pm:** Recap video of DM31 highlights
- 7:00pm:** DM31 Final Tote board is revealed!
- \*Subject to Change*

## **NOMENCLATURE**

- **University of Iowa Dance Marathon:** UI Dance Marathon, UIDM
- **Dancing in Our Hearts:** DIH, Pictures, writing, and memories of DM children who did not survive their battles with pediatric cancer
- **University of Iowa Stead Family Children's Hospital:** UI Stead Family Children's Hospital, UIHC
- **Dance Marathon Alumni Group:** DMAG
- **Dancer:** Person that stands (if able) without sleep for 24 hours
- **Children's Miracle Network:** CMN

## **LEADERSHIP LEGEND**

- **Dancers:** Lime Green
- **Executive Team:** Black
- **Executive Co-Chairs:** Magenta
- **Business Cabinet (Finance, Sponsorship, Hospitality, and Development Committees):** Purple
- **Event:** Dark Pink
- **Operations Committee:** Light Pink
- **Creative and Public Relations Committees:** Light Yellow
- **DEI Committee:** Coral
- **Campus Relations Committee:** Orange
- **Family Relations Cabinet (Family Liaison and Hospital Committees):** Blue
- **Families:** Lavender
- **Morale Captains:** Red
- **Lime Captains:** Tie-Dye
- **Productions & DJs:** Dark Gray
- **University of Iowa Faculty & Staff:** Gold
- **Hospital Staff:** Light Blue

## **PILLOWCASES**

The walls of the main ballroom are lined with pillowcases honoring both our past and present Dance Marathon kiddos. Each pillowcase was specially designed and decorated by the members of our Family Relations committee and all family representatives.

## **DANCING IN OUR HEARTS QUILT AND CANDLE**

Located on the balcony in the back of the Main Lounge on the first floor are three quilts and a candle. The quilts are embroidered with the names of the over 320 children who have lost their battle with cancer but will forever dance in our hearts. The candle illuminates the full 24 hours above them.

## **OFFICE OF SUSTAINABILITY**

Dance Marathon is partnered with The Office of Sustainability to make Dance Marathon a greener 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 bulk items and our strategic plan for sustainability can be found on our website.

## **RSVP Link**

<https://docs.google.com/forms/d/e/1FAIpQLSeLyy5U57Wmh8hjGVP6LbyVhAWEmPWtEtXt7cYVzM27KGNPMkQ/viewform>