

**University of Iowa Dance Marathon**

# ***MEDIA KIT***

***Creating tomorrow by dancing today.*** ®



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**33**  
YEARS

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**\$39M**  
RAISED

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**1400+**  
FAMILIES

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**24 HR**  
BIG EVENT

# Who We Are

University of Iowa Dance Marathon (UIDM) is the largest student-run organization at the University of Iowa. For more than three decades, students have worked year-round to raise funds, build relationships with families and bring the campus and community together in support of pediatric cancer and bone marrow transplant patients. UIDM is made up of hundreds of student leaders, dancers and volunteers who organize fundraising efforts, events, awareness campaigns and family programming throughout the year.

## Our Mission

UI 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 Health Care Stead Family Children's Hospital.

## How It Works

UIDM is entirely student-run. Throughout the year, students fundraise, plan events and walk alongside more than 1,400 families facing childhood cancer.

The year builds to the Big Event, held each February at the Iowa Memorial Union. For 24 hours, dancers stay on their feet to celebrate cancer survivors and honor the children who have passed away.

Through Dancing In Our Hearts, UIDM honors children who did not survive pediatric cancer with photos, writing and memories shared by their families.

## Boilerplate

University of Iowa Dance Marathon is the largest student-run organization at the University of Iowa, providing year-round emotional and financial support to pediatric oncology and bone marrow transplant patients and their families at University of Iowa Health Care Stead Family Children's Hospital. Founded in 1994, UI Dance Marathon has raised more than \$39 million For The Kids. Each year culminates in the Big Event, a 24-hour dance marathon at the Iowa Memorial Union. Learn more at [dancemarathon.uiowa.edu](http://dancemarathon.uiowa.edu).

# ***Fact Sheet***

Last Updated: 10/1/2026

## **Organization**

University of Iowa Dance Marathon

## **Founded**

1994

## **Beneficiary**

University of Iowa Health Care Stead Family Children's Hospital

## **Lifetime Total**

\$39,054,543 raised through DM32

## **Families Supported**

More than 1,400 families year-round

## **The Big Event**

24 hour event each February at the Iowa Memorial Union

## **Recent Totals**

DM32: \$1,695,270.32

DM33 Summer Fundraising Challenge: \$86,284.33

## **Funds Support**

Treatment expenses, family assistance, hospital comfort items, medical equipment and pediatric oncology research

## **Recognition**

Largest student-run organization at the University of Iowa

## **Website**

[dancemarathon.uiowa.edu](http://dancemarathon.uiowa.edu)

## **Social Media**

Instagram: @uidm

Facebook: /UIDanceMarathon

LinkedIn: UI Dance Marathon

TikTok: @uidancemarathon

# ***Assets for Coverage***

## **CURRENT EVENT MATERIALS**

Media advisory, event schedule, fact sheet and event-specific information

**[VIEW MATERIALS →](#)**

## **HIGH-RES PHOTOS**

Approved photos from the Big Event, Day 2 DM, and other events

**[VIEW PHOTOS →](#)**

## **LOGOS + BRAND ASSETS**

UIDM logos and approved branding

**[DOWNLOAD ASSETS →](#)**

## **B-ROLL**

Broadcast-ready video from UIDM events and activities,

**[VIEW B-ROLL →](#)**

**[VIEW FULL MEDIA ASSET LIBRARY →](#)**