



Dance Marathon 2012 - At a Glance

EVENT

Northwestern University Dance Marathon 2012
Friday, March 2nd at 7 p.m. – Sunday, March 4th at 1 a.m.

MEDIA ACCESS

Friday, March 2nd, 7 p.m. - 1 a.m.
Saturday, March 3rd, 8 a.m. - Sunday, March 4, 1 a.m.

OVERVIEW

Northwestern University Dance Marathon (NUDM) is a year-long fundraising effort culminating in a 30 hour dance-a-thon, and is one of the largest student-run philanthropies in the world. In its 38th year, DM has had more than 1,300 students register to dance for this year's primary beneficiary, The Andrew McDonough B+ Foundation for childhood cancer. The secondary beneficiary, Evanston Community Foundation (ECF), will receive 10% of funds raised. Last year, students raised \$1,019,130 in cash and donations. Students begin to raise money in the fall, their efforts culminating in a 30-hour dance celebration in March. Ten committees, involving more than 300 students, work all year to prepare for final weekend. Special events such as a kid's carnival, a spa and a 5K run along Lake Michigan take place during DM weekend, bringing thousands of visitors to Norris University Center.

Visit www.nudm.org for more information about NUDM.

LOCATION

Norris University Center, 1999 Campus Drive, Evanston, IL 60208

PRESS CONF.

7 p.m., Saturday, March 3rd in Armadillo Room of Norris Center. Open to public.

MEDIA CONTACTS

NUDM Public Relations Co-Chairs:
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PHONE NUMBERS

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Dance Marathon Office Fax 847.467.1043
Norris University Center Main Desk 847.491.2301

ORGANIZERS

The event is organized entirely by the students of Northwestern University.

ADMISSION

There will be no visiting hours from 12 a.m. to 9 a.m. on March 3rd.
A \$5 entrance fee will be charged to visitors, excluding the media.



A Legacy of Giving

Dance Marathon is the culmination of a year of fundraising, volunteering and learning by more than 1,500 students.

WHAT IS DANCE MARATHON?

Northwestern University Dance Marathon (NUDM) is one of the world's largest student-run philanthropies. Since the founding of NUDM in 1975, students and community members have raised more than \$12 million for various charities. Last year alone, more 1,500 dancers and committee members raised \$1,019,130 through fundraising and in-kind donations, and we are looking forward to an even bigger and better Dance Marathon for 2012.

Each year, NUDM selects a primary and secondary beneficiary to receive the money collected, and, after a year of fundraising, NUDM culminates in a giant 30-hour dance-a-thon at the beginning of March. This year, Dance Marathon will be held March 2-4, 2012. NUDM is proud to partner with The Andrew McDonough B+ (Be Positive) Foundation for childhood cancer as their primary beneficiary and the Evanston Community Foundation as their secondary beneficiary.

HOW IT ALL BEGAN

Northwestern University Dance Marathon began 38 years ago as a philanthropic event for the Alpha Tau Omega fraternity and the Associated Student Government. The first NUDM benefited the American Epilepsy Foundation and the National Association for Retarded Citizens, and students successfully raised \$9,105 for these philanthropies. Since 1975, NUDM has grown from twenty-one couples dancing to more than 1,000 students dancing, and NUDM has grown into one of the largest collegiate fundraisers in the world.

BREAK IT DOWN

At the beginning of each school year, students register to participate in NUDM by signing up to dance independently or with an affiliated group (dorm, student organization, etc.). Dancers then fundraise by "canning" for donations throughout the Chicagoland area, participating in letter writing campaigns, and coming up with creative fundraising activities. Each dancer is responsible for raising \$400 for NUDM, and the highest fundraisers win donated prizes.

A variety of social activities occur throughout fall and winter quarter that help raise awareness about Dance Marathon's beneficiaries. NUDM hosts weekly trivia nights, an NUDM Top Chef competition, Battle of the Bands, and information sessions, or "firesides", in dorms. Dance Marathon has a strong presence on campus throughout the entire school year thanks to the wide variety of activities it hosts.

After fundraising, volunteering, and learning about NUDM during fall and winter quarter, Dance Marathon culminates in the 30-hour dance-a-thon. Dancers arrive at Norris University Center at 5 p.m. on Friday, March 2 to check in for Dance Marathon 2011. After kick-off at 7 p.m., they will keep dancing for ten themed three-hour blocks until 1:00 a.m. on Sunday. NUDM also hosts a 5k race, silent-auction, beauty spa, and carnival for visitors, from which all proceeds go towards our grand total. Personal stories from beneficiary representatives are always a highlight of the weekend and help students form a lasting connection with them.

Please visit www.nudm.org for more information.



Our Beneficiaries

We are proud to partner with The Andrew McDonough B+ Foundation and the Evanston Community Foundation

THE ANDREW McDONOUGH B+ FOUNDATION

The B+ (Be Positive) Foundation, this year's primary beneficiary, provides financial support to families of children with cancer. Since 2007, The B+ Foundation has provided more than 500 families in 49 states with almost \$600,000 in their time of greatest need. As well as supporting families affected by childhood cancer, The B+ Foundation funds medical research for childhood cancers and improvements in chemotherapy. The Foundation recently gave a grant to fund a High-Throughput Screening device, which will accelerate the drug-discovery process to develop new chemotherapy treatments and, ultimately, a cure for childhood cancer. We are committed to supporting B+'s mission to one day create a world in which childhood cancer is a thing of the past.

WHY WE'RE FIGHTING CHILDHOOD CANCER

- Childhood cancer is responsible for the deaths of more children and teenagers every year **than any other disease**.
- Every school day **46** children will be diagnosed with cancer.
- Only **3 percent** of the National Cancer Institute's annual budget funds childhood cancer research.
- **Childhood cancer is the #1 cause of death** in children and teenagers, more than any other disease.
- Survival rates, while improving, have **leveled** at around **75 percent**.
- Each day **7** children die from cancer and nearly **40,000** children are in treatment.
- Treatments for childhood cancer have not changed for **20** years, with "down-sized" adult treatments being the primary means.
- These treatments leave **60 percent** of the survivors with long-term health issues ranging from infertility to developmental problems to major organ damage to higher risk for secondary cancers.

Please visit www.bepositive.org for more information.

EVANSTON COMMUNITY FOUNDATION

For the 15th year, Northwestern University Dance Marathon's secondary beneficiary is the Evanston Community Foundation (ECF). The partnership between NUDM and ECF has helped secure strong bonds between Northwestern University and the City of Evanston. The Evanston Community Foundation has been NUDM's secondary beneficiary since 1998, and they have received more than \$486,000 through NUDM.

Evanston Community Foundation works to help Evanston thrive now and forever as a vibrant, inclusive, and just community. ECF builds, connects, and distributes resources and knowledge through local organizations for the common good. From its start in 1997 with total assets of nearly \$1.5M in only seven funds, ECF now has thirty endowed funds and more than \$5.0M in total assets. ECF will receive 10 percent of the net proceeds of DM 2011.

Please visit www.evanstonforever.org for more information.