

DANCE MARATHON

AT THE UNIVERSITY OF FLORIDA

FOR IMMEDIATE RELEASE

Armani Abreu

Public Relations Overall Director

(305) 972-2299

aabreu@floridadm.org

Dance Marathon at UF shatters one-day \$200,000 fundraising goal

Dance Marathon at the University of Florida raised \$224,756.13 in just 26.2 hours for the organization's second annual Transform Today campaign. The announcement was made via DM at UF's Facebook account at 11 a.m. Wednesday, Nov. 18.

The \$200,000 goal was chosen to represent the amount of money equivalent to the cost of one ECMO machine and NICU incubator, which are two lifesaving machines used by countless children daily at UFHealth Shands Children's Hospital.

Last year DM at UF raised \$139,274.65 during their Transform Today, which was the largest amount a Dance Marathon had ever raised in 24 hours. This year's event was a mere 2.2 hours longer, but additional support from the Gainesville community, UF campus and DM alumni made the huge fundraising increase possible.

"It is amazing to see what a motivated group of students can accomplish," said Armani Abreu, Public Relations Overall Director for DM at UF. "I think I speak for everyone involved when I say that we are all at a loss for words."

The organization will continue to hold multiple fundraising events until the main event in March. All funds raised through DM at UF directly benefit research, equipment and patient care for dozens of children at UF Health Shands Children's Hospital, Gainesville's local Children's Miracle Network Hospital.

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Dance Marathon at the University of Florida is a year-long philanthropy raising funds and awareness for UF Health Shands Children's Hospital, Gainesville's local Children's Miracle Network hospital. Multiple fundraising events are held for an entire year leading up to the final event in March where more than 800 UF students will stand for 26.2 hours. The dancers stand to symbolize the pain and long periods of time pediatric patients spend in the hospital. Dance Marathon will be held March 19-25, 2016 at the Stephen C. O'Connell Center in Gainesville, Fla.