



For Release: Immediate

February 17, 2010

Kill Time: February 21, 2010

Contact: Kayla Hildreth

Media Relations Chair

(803) 673-8354

Hildrethk@email.sc.edu

Media Alert

EVENT: USC Dance Marathon, benefiting Palmetto Health Children's Hospital

WHEN: Starting Friday, Feb. 19 at 7 p.m. and ending Saturday, Feb. 20 with a closing ceremony beginning at 6 p.m.

WHERE: Strom Thurmond Wellness and Fitness Center

FACTS: In 1973, Dance Marathon started as a simple dance competition on the campus of Penn State University. Today over 80 schools host dance marathons across the country raising more than \$12 million per year benefitting local children's hospitals and other charities.

Currently in its 12th year at the University of South Carolina, Dance Marathon's mission is to raise emotional and financial support for Palmetto Health Children's Hospital, located right here in downtown Columbia. Dance Marathon 2009 raised more than \$111, 000 and involved more than 1,200 students.

Dance Marathon is an event in which participants must stay on their feet for 24 hours. During this time, they will compete in competitions, participate in games, view live bands and entertainment, be visited by children and families from the hospital and, of course, dance.

Dance Marathon is the largest student-run fundraiser in the country. A student executive board spends all year planning and raising money for the event. Other students are also chosen to be morale leaders, which help keep the dancers pumped up throughout the entirety of the 24 hours.

SPECIAL ATTRACTIONS: This year, the entertainment at Dance Marathon will be unlike any before. Acts scheduled to perform during the event include popular bands McFly and Sequoyah Prep School, and local comedians such as Eric O'Shea are also scheduled to perform.

SOCIAL MEDIA: www.twitter.com/uscdm
www.facebook.com/uscdm2010

For more information contact Dance Marathon's Media Relations Chair, Kayla Hildreth, or go to: www.uscdm.org or www.palmettohealthfoundation.org.

X-X-X



a proud member of Children's Miracle Network