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**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

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### **CAROLINA FOR THE KIDS FOUNDATION RAISE OVER \$15K IN ONE WEEKEND**

*UNC student organization successfully accomplishes F10K weekend fundraising campaign*

**CHAPEL HILL, N.C.** – The students of Carolina For The Kids Foundation (CFTK), North Carolina's largest student-run non-profit fundraising organization, raised \$15,181.93 in one weekend through the F10K campaign to benefit the patients and families of UNC Children's.

While most children look forward to weekends as a source of relaxation, kids in the hospital aren't as fortunate. This campaign, a play on the organizations slogan 'FTK' or 'for the kids', aimed to raise \$10,000 over the course of 3 days. The campaign kicked off Friday, Oct. 25 and closed Sunday, Oct. 27, with the hopes of taking back the weekend for kids in the hospital.

The main source of fundraising for F10K, like many of the campaigns hosted by CFTK throughout the year, was the 200 UNC undergraduates that serve on committees for the organization. Students were encouraged to raise \$24 in honor of the number of rooms on each floor of N.C. Children's hospital.

The proceeds from this fundraising campaign will directly benefit the patients and families at UNC Children's and support CFTK's core programs: the For the Kids Fund, Parent's Night Out, Carolina For The Kids Grants and Research Grants, and Pediatric Play Atrium.

Three generous local businesses partnered with the F10K campaign by donating a portion of their proceeds to reaching the goal. Supporters of CFTK enjoyed dinner at Mellow Mushroom on Thursday, a meal at Waffle House on Sunday morning, and a treat at Purple Bowl on Sunday night. Carolina For The Kids is incredibly grateful to receive such overwhelming support from businesses in our community.

In addition to these restaurants, CFTK partnered with Carolina Athletics to spread awareness of the cause in the community. The campaign took place over homecoming

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weekend, inviting the past and present UNC fans to support the cause. Tar Heel fans were able to donate at the Swimming & Diving event on Friday, the Field Hockey game on Friday, the Football game on Saturday, and the Women's Soccer game on Sunday.

"It was really incredible to see the community join together to make a difference," said Public Relations chair Kalina MacKay. "For us, it's about much more than the numbers or beating a goal, it's about changing lives."

With the money raised during this campaign, CFTK will be able to serve over 2,100 hot meals to families in the hospital, so parents do not have to leave the bedsides of their children. CFTK extends its deepest gratitude to the local businesses, Tar Heel fans, students, and everyone that supported the F10K campaign to give kids in the hospital their weekends back.

**About Carolina For The Kids:** Carolina For The Kids (CFTK) is the largest student-run nonprofit organization in North Carolina. UNC students fundraise year-round to support the patients and families served by UNC Children's. The mission of CFTK is to provide major medical, emotional and financial support to the patients and families through multiple programs such as the For the Kids Fund, the Children's Play Atrium, and Research Grant funding.

CFTK is best known for the UNC Dance Marathon, a 12 and 24-hour no-sleeping, no-sitting fundraising event where students stand in support of the patients and families. In addition to UNC Dance Marathon, other events such as Kilometers For The Kids, benefit concerts, campus fundraisers, and donations from incredible sponsors and donors has helped Carolina For The Kids raise over \$6 million for the patients and families since its inception in 1997. To make a contribution to Carolina For The Kids, visit [carolinaftk.org/donate](http://carolinaftk.org/donate).

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