



Carolina For The Kids
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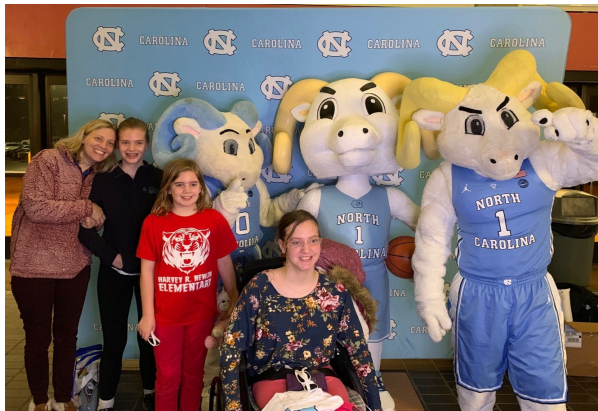
**NEWS RELEASE
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THE CAROLINA FOR THE KIDS FOUNDATION RAISES \$41,620 IN 24 HOURS

UNC students join together to make a difference in the lives of patients and families of local hospitals in the organization's largest fundraising event of the year.

CHAPEL HILL, N.C. – On February 11-12, 2019, Carolina For The Kids (CFTK) hosted its largest fundraising campaign of the year. In 24 hours, the organization raised \$41,620 to benefit the patients and families of UNC Children's. We are incredibly grateful for the support from students, businesses, and local community members who made this possible.



The 24-hour campaign kicked off at the UNC versus UVA Men's basketball game at 7 p.m. Thanks to Carolina Athletics and the generosity of Tar Heel and Cavalier fans alike, CFTK members started the campaign strong in raising money and awareness for the organization at the Dean Smith Center.

The fun continued Tuesday with student-led sales on campus. Despite rainy and cold weather, morale remained high as CFTK members sold baked goods, stickers, flowers, and more to other Carolina students and employees. Benefits were also held at The Pizza Press, Buns, and IP3 with a percentage of purchases supporting our fundraising total.

All proceeds will directly benefit the patients and families served by UNC and support CFTK's core programs including:

1. The For the Kids Fund, supplementing costs incurred during hospitalization that insurance does not cover
2. Parent's Night Out, providing families with a free meal during their hospital stays and visits

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3. Carolina For The Kids Grants and Research Grants, improving patient care
4. Pediatric Play Atrium, ensuring patients can enjoy playtime and enjoyment even when in the hospital

Specifically, \$41,620 can feed 8,324 family members at Parent's Night Out, provide 832 gas cards for families who must travel for their care at UNC Children's, fund multiple grants, or cover 2,774 nights at Ronald McDonald house in order for families to be close to their children during their hospital stay. This one day of fundraising will have a lifelong impact for so many families and patients.



"It was amazing to see all the students in our organization join together to make a difference," Executive Director, Bryant Gilchrist said. "Through everything, their spirits were high and kept the cause at the forefront of fundraising. All their hard work will have a lasting impact on the lives of so many patients and families."

The 24-hour campaign foreshadows CFTK's largest event of the year, the UNC Dance Marathon. Dancers have pledged to participate in a 24-hour no sitting, no sleeping Marathon in order to show their support for the patients and families of UNC Children's. The accomplishment of One Day, along with the entirety of the year's fundraising, will be celebrated on March 22nd-23rd.

One Cause, One Goal, One Day would not have been possible without the remarkable support of the Carolina community. We are humbled to give back to the warriors of the children's hospital and will continue fundraising efforts through the end of March and beyond. If you are interested in supporting our organization, visit carolinaftk.org/donate to contribute or learn more about our mission at carolinaftk.org.

About Carolina For The Kids: Carolina For The Kids (CFTK) is a nonprofit organization at the University of North Carolina at Chapel Hill. Carolina For The Kids works year-round to raise money to provide major medical, emotional, and financial support for the patients and families served by UNC Children's.

Through their annual UNC Dance Marathon, a 24-hour no-sleeping, no-sitting fundraising event, Kilometers for The Kids, incredible sponsors and donors, benefit concerts, campus fundraisers, and more, Carolina For The Kids has raised over \$6 million since its inception in 1997. To make a contribution to Carolina For The Kids, visit carolinaftk.org/donate.

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