



Carolina For The Kids
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**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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**CAROLINA FOR THE KIDS FOUNDATION STRIVES TO RAISE \$60K IN JUST 24 HOURS
STARTING ON FEBRUARY 11TH TO BENEFIT UNC CHILDREN'S**

UNC students commit to an eager goal and join together to make a difference in the lives of patients and families of local hospitals. One Goal, One Cause, One Day to make a difference, February 11th-February 12th.

CHAPEL HILL, N.C. – Each year, Carolina For The Kids (CFTK) kicks off their One Day event, a day in which the organization strives to reach a fundraising goal in 24 hours to benefit the patients and families of UNC Children's. This day serves to not only encourage donations but also raise excitement for the UNC Dance Marathon and spread awareness about the cause. This year, CFTK is asking you to help us reach our goal of raising \$60,000 for UNC Children's in just one day, February 11-12, 2019.

CFTK's One Day Campaign will kick off on February 11th at 7pm at the UNC versus UVA Men's Basketball game and conclude at 7pm on February 12th. CFTK members will begin One Day by raising money and awareness at the Dean Dome from 7:00 p.m. to 9:00 p.m., and then head over for a Pizza Press benefit from 7:00 p.m. to 11:00 p.m. with a 10% of purchases benefiting CFTK. On Tuesday, February 12th, benefits will be spread throughout the day starting at Buns from 11:00 a.m. to 4:00 p.m. and IP3 from 5:00 p.m. to 10:00 p.m. CFTK is beyond grateful for the support from local businesses who are helping us achieve our goal.

All proceeds raised by this campaign will 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
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

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Reaching our goal of \$60,000 would provide enough funds to feed 12,000 family members, provide 1,200 gas cards for families that must travel for their care at UNC Children's, fund multiple research grants, or cover 4,000 nights at Ronald McDonald house in order for families to be close to their children during their hospital stay. This one day can have a lifelong impact for so many families and patients.

You can help us reach our goal by donating at carolinaftk.org/donate on February 11th-12th to support each of CFTK's core programs – any amount helps! The smallest donation can have an enormous impact on the life of a child in UNC Children's. Even if you are unable to contribute financially, you can help us spread awareness by sharing and interacting with our social media throughout our one day campaign.

"Our One Day Campaign is a wonderful day to kick-off the spring semester," Executive Director, Bryant Gilchrist said. "After a long break, this campaign gets our dancers, committee members and corporate donors into the spirit of CFTK." Carolina For The Kids has held a One Day campaign for the past four years, raising close to \$40,000 during the campaign last year.

In March, CFTK will celebrate the fundraising efforts from One Day and the rest of the year at UNC's 21st annual UNC Dance Marathon. Dancers have pledged to participate in either a 12 or 24-hour no sitting, no sleeping marathon in order to show their support for the patients and families of UNC Children's. One Day is much more than a fundraising effort, it makes a difference in the lives of the patients and families served by UNC Children's.

One Cause, One Goal, One Day starts 7:00 p.m. on February 11th, and we hope you all will support our endeavors and the kids by donating at carolinaftk.org/donate or learning more about our organization and 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 support for the medical, emotional and financial care for the patients and families served by UNC Children's.

Through their annual 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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