



Carolina For The Kids
P.O. Box 628
Chapel Hill, NC 27514-0628
www.carolinaftk.org

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

CONTACT: Kalina MacKay
mediarelations@carolinaftk.org
980.210.8171

**HUNDREDS OF UNC STUDENTS STAND FOR 24 HOURS AND RAISE \$440,955.07 TO
BENEFIT PATIENTS AND FAMILIES OF UNC CHILDREN'S**

Students of the Carolina Community stood on their feet in solidarity to represent the battle hospital patients face daily.

CHAPEL HILL, N.C. – On Friday March 22nd, Carolina students stood up as one group to kick off the 21st annual UNC Dance Marathon in support of the patients and families of UNC Children's. The UNC Dance Marathon is Carolina For The Kids' largest event of the year and serves as a celebration of the year's fundraising efforts.

Morale started on a high note, fueled by the dancers' excitement. As the 24 hours passed, foot pain set in and fatigue washed over participants, but the dancers kept standing - motivated by the inspiring Kid Co-Captains' stories plastered on the walls and each other's encouragement.



Groups from UNC and the surrounding Chapel Hill area came to perform and showcase their many talents. A capella, dance, and various other performance groups made appearances to entertain and energize dancers, as well as to show their support for the patients and families at UNC Children's.

To keep attitudes positive and moods upbeat, dancers took a walk around the field of Kenan Memorial Stadium to watch the sunrise and celebrate the halfway mark of the 24-Hour Marathon. To boost excitement during the long day, hedgehogs came to visit and a Zumba instructor arrived to pump up dancers. Dancers even took a minute to relax and stretch by enjoying a little yoga.

- more -

New to the Marathon this year was a half-marathon option for participants who couldn't commit to standing for 24 hours. A fresh group of faces arrived at 7 a.m. to join in on the action of the second half of the Marathon.

"The energy of each and every participant was truly inspiring," executive director Bryan Gilchrist said. "They stayed strong and never gave up, I'm so proud to be a part of such an incredible organization."

The 24 hours was topped off with appearances by Kid Co-Captains and their families. The kids first performed a talent show for the students. Shortly after, their families joined them on stage to share their stories and express their gratitude for the students' dedication and commitment to the cause.

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
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

- more -

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.