



dance marathon at ucla

dm

www.dancemarathon.ucla.edu

| phone: 310.206.9797 | fax: 310.267.4732 | email: ucladm@ucla.edu |

308 Westwood Blvd.
Kerckhoff Hall 308
c/o UCLA SWC
Los Angeles, CA 90024

****FOR IMMEDIATE RELEASE****

DANCE MARATHON VISITS CAMP HEARTLAND: MALIBU

WHAT: Over the weekend of August 11 and 12, 2007, Dance Marathon volunteers were given the opportunity to visit the Malibu site of Camp Heartland. In 2007 alone, Dance Marathon raised over \$30,000 in donations for the nonprofit, weeklong camp for children infected or affected with HIV-AIDS. This marked the first time that Dance Marathon members were able to visit one of their beneficiaries on site and interact with nearly 100 children attending. Saturday's visit was met with excitement as campers received hand-written letters penned by hundreds of dancers at this past year's Dance Marathon. On Sunday night, a dance party hosted by MTV caused everyone to race to the dance floor, as campers and volunteers alike grooved to the music in the Malibu hills.

WHEN: **Saturday, August 11 and Sunday, August 12, 2007**

WHERE: Camp Heartland's Southern California location can be found in Malibu, CA. The camp was held August 10th until August 16th.

CONTACT: **Taylor Wirth**
Public Relations Director
Tel: 615.310.2097
Email: tkwirth@ucla.edu

Billy Gellepis
Dance Marathon at UCLA Director
Tel: 415.260.4965
Email: wg@ucla.edu

About Dance Marathon at UCLA (DM):

Dance Marathon at UCLA is the largest student-organized philanthropic event on the West Coast. It is an entirely student-initiated, student-run 26-hour dance-a-thon that unites college students, activists and community members in the fight against pediatric AIDS.

In response to the devastating global AIDS pandemic, students at UCLA have rallied together to organize a 26-hour annual dance-a-thon to raise money for the cause. Participants acknowledge the battle of children suffering from AIDS by fighting their own personal battle: staying on their feet for the entire duration of the event. With thousands of participants every year, live music, and appearances by celebrities and activists alike, Dance Marathon has been able to raise nearly \$1 Million to benefit the Elizabeth Glaser Pediatric AIDS Foundation – the largest pediatric AIDS foundation in the United States. Dance Marathon also benefits Camp Kindle and Camp Heartland, two free summer camp programs for HIV-affected children. In 2007 alone, Dance Marathon united over 2,000 supporters and grossed over \$330,000 in financial contributions. Moreover, since its inception in 2002, Dance Marathon has sought to empower the UCLA campus community in the fight against pediatric AIDS, raising not only money, but also awareness about the importance of HIV education and testing, and helping young people to make a difference in halting the spread of this critical, preventable disease.