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FOR IMMEDIATE RELEASE
NORTHWESTERN UNIVERSITY DANCE MARATHON 2013 SET FOR MARCH 8-10
Annual fundraiser to benefit Danny Did Foundation and Evanston Community Foundation

EVANSTON, Ill. --- More than 1,000 undergraduate students will dance for 30 hours from March 8 to 10 during Northwestern University's Dance Marathon (NUDM) 2013 for the Danny Did Foundation and the Evanston Community Foundation. Their efforts are expected to pay off big for two worthy causes.

One of the largest student-run philanthropies in the nation, **NUDM 2013 begins at 7 p.m. Friday, March 8 and concludes at 1 a.m. Sunday, March 10, at Norris University Center, 1999 Campus Drive, on the University's Evanston campus.** Northwestern faculty members are invited to dance between 1 p.m. and 4 p.m. Saturday, March 9, for a \$5 donation. A live stream of the entire event will be available online at nudm.org.

Some 250 Northwestern non-dancing students also will work that weekend as staff handling production, security, dancer relations, finance and public relations.

For the first time, in keeping with Northwestern's commitment to being a leader in sustainability, NUDM 2013 is "going green" by being carbon neutral. With the support of SustainNU and the Associated Student Government Sustainability Committee, NUDM will monitor its electricity output and will pay to offset carbon emissions.

The [Danny Did Foundation](http://www.dannydid.org), NUDM's primary beneficiary, is a not-for-profit organization that provides epilepsy awareness information and subsidizes seizure detection devices for families in need. Founded in 2010 by Chicagoans Mike and Mariann Stanton after the Sudden Unexpected Death in Epilepsy (SUDEP) of their 4-year-old son Danny, the foundation is dedicated in its mission to prevent deaths caused by seizures. Nearly three million people in the United States and 65 million people globally are afflicted by the neurological disorder of epilepsy, which is defined as the occurrence of two or more unprovoked seizures. For more on the foundation, visit www.dannydid.org.

The [Evanston Community Foundation](http://www.ecf.org) (ECF) -- an organization that builds, connects and distributes resources and knowledge for the public good through local organizations -- will be the secondary beneficiary for the 16th consecutive year. It will receive 10 percent of the proceeds. Since 1998, NUDM has donated a total of \$948,926 to ECF. Dance Marathon's

contributions to ECF supports the foundation's program of grant making to more than 25 local organizations each year. For more information, visit www.evanstonforever.org.

During NUDM, a number of speakers address dancers to further engagement with the causes. This year's speakers include:

- **The Stanton Family**, including Mike and Mariann, the parents of Danny, the namesake of the Danny Did Foundation
- **Dr. Stephan Schuele**, a neurologist at Northwestern Memorial Hospital and the lead on the SUDEP.net project that Danny Did has been supporting
- **Tom Stanton**, the Executive Director of the Danny Did Foundation
- **Illinois State Senator Dan Kotowski**, a board member of the Danny Did Foundation
- **Representatives of families** directly benefited by the Danny Did Foundation and the support of NUDM

Since Dance Marathon launched in 1975, students have raised more than \$13 million for more than 30 charities.

Last year, NUDM raised \$1,107,670 in total gifts and in-kind donations, for the second record-breaking year in a row. As a result, Dance Marathon 2012 co-chairs presented checks for \$717,770.29 to The Andrew McDonough B+ Foundation for childhood cancer, and \$80,752 to the Evanston Community Foundation.

Each year, the Dance Marathon committee selects a primary and secondary beneficiary to receive proceeds (minus expenses and in-kind gifts), collected after months of fundraising. Fundraising concludes in early March after 30 hours of dancing takes place on the Evanston campus at Norris University Center.

Special fundraising events for NUDM 2013 include a series of Trivia nights, a talent show starring Northwestern athletes, a Valentine's Day party, a Top Chef event held at Norris University Center, a comedy night, canning for cash donations on Evanston area streets and prior to a February basketball game at Welsh-Ryan Arena, and a student letter writing campaign soliciting funds from family, friends, acquaintances and alumni.

Other NUDM 2013 fundraising activities that are open to the public include:

- **Silent Auction online, Monday, March 4 through 1 a.m. Sunday, March 10.** When the online silent auction goes live it will be available at nudm.org/auction.
- **A 5K Run around the University's lakefill begins at 11 a.m. Saturday, March 9.** The pre-registration fee is \$20, or \$25 on the day of the event, all benefiting NUDM. Check-in starts at 10 a.m. at Norris University Center. Registration can be done online at www.nudm.org/events/5Kregistration/.
- **Kids Fair, 11 a.m. to 12:30 p.m. Saturday, March 9, at Norris University Center.** Admission is \$5 per family and registration is not required. The children's fair will feature a bean bag toss, temporary tattoos, face painting, cookie decorating and much more.

Alumni living in the vicinity of Washington, D.C., Philadelphia and New York will have an opportunity to mingle, participate in an open bar and donate to NUDM 2013 during upcoming "Alumnites" in those three cities.

About NU Dance Marathon

Now in its 39th year, Northwestern University Dance Marathon is one of the largest student-run philanthropies in the nation. Since it was founded in 1975, Northwestern students have raised more than \$13 million for thirty different beneficiaries. Last year more than 1,000 dancers and committee members raised \$1,107,670 through fundraising and in-kind donations.

For more information about Northwestern University Dance Marathon, please visit

www.nudm.org.

About Danny Did Foundation

Founded by Chicagoans Mike and Mariann Stanton in January 2010 after the death of their four-year-old son Danny, Danny Did Foundation works toward its mission to prevent deaths caused by seizures with two main goals in mind: (1) advancing awareness of Sudden Unexpected Death in Epilepsy (SUDEP) and enhancing the SUDEP communication model between medical professionals and those afflicted by seizures, and (2) the mainstreaming of seizure detection and prediction devices that may assist in preventing deaths caused by seizures.

We view these devices as complimentary to medicinal, surgical and dietary measures that are used to treat seizures. Epilepsy impacts nearly 3 million people in the U.S. and 50 million people worldwide, and it is estimated that up to 50,000 deaths occur annually in the U.S. from status epilepticus (prolonged seizures), SUDEP, and other seizure-related causes such as drowning and other accidents. From grammar school kids to nationally recognized epilepsy experts, Danny Did Foundation believes that a global problem such as epilepsy deserves the attention of all of the globe's inhabitants. Danny Did Foundation is a not-for-profit corporation organized in the state of Illinois and recognized by the IRS as a 501(c)(3) tax-exempt organization. We are online at www.dannydid.org. Please go and enjoy your life. Danny Did.

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