



Please Go And Enjoy Your Life. Danny Did. ®

Danny Did Foundation Named 2013 Beneficiary of Northwestern University Dance Marathon

CHICAGO, May 22, 2012 – The Northwestern University Dance Marathon (NUDM) announced today that proceeds from its 2013 campaign would benefit the Danny Did Foundation. In its 39th year, the culminating 30-hour dance marathon event will span three days in 2013 across March 8, 9 and 10. NUDM is one of the largest student-run philanthropies in the nation, raising over \$1 million in 2012 alone. The Danny Did Foundation was selected by the organization for its commitment to raising awareness of epilepsy and its efforts to mainstream seizure detection and prediction devices.

The NUDM features fundraising and awareness outreach throughout the 2012-2013 school year, ending with the 3-day dance marathon involving the Northwestern student body. Funds raised by the NUDM will be used by Danny Did in part to help build a first-of-its-kind network called SUDEP.net in conjunction with Dr. Stephan Schuele, director of the Comprehensive Epilepsy Center at Northwestern Memorial Hospital. SUDEP.net will serve as a web-based collaborative tool for doctors and researchers across the U.S. to better understand and combat Sudden Unexpected Death in Epilepsy (SUDEP), which is estimated to account for 20 percent of seizure-related deaths.

“The Danny Did Foundation is proud to partner with the Northwestern University Dance Marathon as its 2013 beneficiary, and we are truly excited for the opportunity to join forces with Northwestern’s student and alumni communities,” said Tom Stanton, executive director of the Danny Did Foundation. “The energy and creativity behind the NUDM will be powerful resources as we work toward our mission to raise epilepsy awareness and prevent deaths caused by seizures.”

Nearly three million people in the U.S., and more than 50 million worldwide, are affected by epilepsy. The number of deaths caused by seizures annually is estimated to be upwards of 50,000. The Danny Did Foundation was established in 2010 by Chicagoans Mike and Mariann Stanton, who lost their four-year-old son, Danny, to SUDEP. Since its founding, the Danny Did Foundation has raised nearly \$750,000 to fund its efforts to prevent deaths caused by seizures.

Through its partnership with NUDM, the Danny Did Foundation also gains the talents of the NUDM Executive Committee and volunteers through the Northwestern student body. Students will have the opportunity to deliver movement monitors to Chicago-area families impacted by epilepsy, organize seizure safety trainings, visit with epilepsy



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patients, and participate in many of the Danny Did Foundation's youth-based events, including school outreach, sporting events, and "Bake for Danny" Bake Sales, a nationwide initiative that blends fundraising and awareness with community spirit.

"We could not be more excited and proud to be working with the Danny Did Foundation this year as our primary beneficiary," said NUDM executive co-chair Katie Amys. "It is truly a unique organization full of passion and hope, and together we can achieve incredible things in the field of epilepsy awareness and technology."

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.®*

About NUDM

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 30 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, visit www.nudm.org.