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FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

**DUKE STUDENTS TO WATCH BASKETBALL GAME ON THEIR FEET
INAUGURAL DANCE MARATHON FUNDRAISER SET FOR THIS WEEKEND**

WHAT: Duke Dance Marathon to Benefit Duke Children's Hospital & Health Center

WHEN: **Saturday, March 22, 2008**
10 a.m. – 10 p.m.
Duke Children's patient families are expected from noon-2 p.m. and 4 p.m. – 6 p.m.

WHERE: **Card Gym, Duke University campus**

BACKGROUND: Duke University students have been preparing and training for their first Dance Marathon since August 2007. Student leaders have recruited chairpersons and members for eight committees including Operations, External and Internal Marketing, Morale, Recruitment, Food & Entertainment, Family & Hospital Relations and Greek Interaction.

Since Dance Marathon's first year as a Children's Miracle Network program in 1994, it has grown from 4 college campuses to more than 80! Dance Marathon is a student-run event. Money is raised for Dance Marathon through corporate sponsors, letter writing campaigns, related special events and on-line giving.

Dance is just one part of this incredible event. The idea is to keep active on their feet for the entire 12 hours with dancing, music, games, shooting hoops, cheering on the Duke Men's Basketball Team on a big TV screen during the first and second rounds of the NCAA Tournament (standing of course)....whatever activity students can dream up to keep active.

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