

Contact:

Sam Sherlock

THON 2017 Public Relations Director

public.relations@thon.org

FOR IMMEDIATE RELEASE:

WORLD'S LARGEST STUDENT-RUN PHILANTHROPY TAKES A STAND TO FIGHT CHILDHOOD CANCER

UNIVERSITY PARK, Pa. – The Penn State Dance Marathon (THON) will host more than 16,500 student volunteers at the Bryce Jordan Center Feb. 17-19, 2017, during its annual 46-hour no-sitting no-sleeping dance marathon to fight childhood cancer.

Over 400 Penn State student organizations, from sororities/fraternities to club sports, participate in THON throughout the school year by holding fundraisers, attending THON events and building relationships with beneficiary families. THON Weekend is the culmination of these yearlong efforts as people from all over the United States will come together at the Bryce Jordan Center to not only support the dancers on their feet, but to support families battling cancer each and every day.

“This year’s theme ‘Igniting Hope Within’ uses the symbol of a firefly that literally ignites a light within itself to represent the carefree mindset of a child” THON 2017 Public Relations Director Sam Sherlock said. “The hope is that for these 46 hours, kids can forget about their cancer diagnosis and remember what it means to be a kid.”

While performances continue throughout the entirety of THON Weekend, notable events include the Pep Rally, which features hundreds of Penn State student athletes, and the Final Four hours, which features beneficiary Four Diamonds family speakers and the highly anticipated reveal of the year’s final fundraising total.

This year, THON will celebrate its 40 Anniversary of its pairing with Four Diamonds at Penn State Children’s Hospital. Since the beginning of its partnership in 1977, THON has raised more than \$136 million for Four Diamonds and their efforts to conquer childhood cancer through superior care, comprehensive support and innovative research.

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About THON:

THON is the world’s largest student-run philanthropy, engaging more than 16,500 students in the fight against childhood cancer. THON’s yearlong fundraising and awareness campaign culminates in a 46-hour no-sitting, no-sleeping dance marathon every February. Since 1977, THON has donated more than \$136 million to our sole beneficiary, Four Diamonds at Penn State Children’s Hospital, funding comprehensive care and critical research.

THON is a student-run philanthropy committed to enhancing the lives of children and families impacted by childhood cancer. Our mission is to provide emotional and financial support, spread awareness and ensure funding for critical research — all in pursuit of a cure.