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DANCE MARATHON AT UF HOSTS ANNUAL EVENT “TRANSFORM TODAY”

GAINESVILLE, Fla. — Every Fall semester, Dance Marathon at the University of Florida hosts their annual event Transform Today. For 26.2 hours, students unite and work together to fundraise and create awareness for the patients at UF Health Shands Children's Hospital, Gainesville’s local Children’s Miracle Network Hospital.

Transform Today is the second largest yearly event for Dance Marathon at UF. This year, Transform Today will begin on October 27 at 8 a.m and end October 28 at 10:12 a.m. The 26.2-hour time frame represents the length of DM at UF’s Main Event, which will be held in the Stephen C. O’Connell Center on April 10-11, 2021.

Every dollar raised during Transform Today will contribute to DM at UF’s 2021 total, which will directly benefit Shands Children’s Hospital. Funds raised by DM at UF are instrumental in providing research, education, equipment and programs that make Shands a leader in pediatric care. The need for funds is more prevalent than ever due to COVID-19, and it is Our Time Now to fight harder than ever to make miracles for the children treated at Shands. Throughout Transform Today, students are inspired by the courage and resilience of the pediatric patients to remain dedicated to fundraising. Transform Today serves as an opportunity for the UF campus, the Gainesville community and other students across Florida to join together as one movement fighting to end childhood illness.

This year, DM at UF will be holding in-person and virtual events for Transform Today. Events on campus will be following all UF and CDC COVID-19 guidelines. On-campus events will take place on the Reitz North Lawn and inside the Reitz Union on Tuesday from 8 a.m. to 5 p.m., Norman Field on



Tuesday from 7:30 p.m. to 8:30 p.m. and on the Reitz North Lawn on Wednesday from 8 a.m. to 10:12 a.m. The Gainesville community can support DM at UF, by attending their Hospitality Nights on Tuesday at Bento from 11 a.m. to 10 p.m. at the Archer Rd. and 13th St. locations and Chipotle from 4 p.m. to 8 p.m. at the University Ave. location. DM at UF community members will also have the opportunity to light a luminary at the Shands Garden of Hope from 6 p.m. to 10 p.m. Tuesday night.

The total amount raised during Transform Today will be revealed on DM at UF's Facebook and Instagram Livestreams at 2:00 p.m. on October 28. In celebration of Transform Today, DM at UF will be hosting its annual Halloween celebration, Moralloween, on October 28 from 4:45 p.m. to 8:00 p.m. on Flavet Field on UF's campus and on Zoom. Tickets can be purchased for \$5 for 25 minute event time slots on DonorDrive. The event will be in a walkthrough format featuring haunted houses, a DJ and games, with facial coverings and social distancing required.

About Dance Marathon at UF

Dance Marathon at UF is a yearlong effort involving community, hospitality and marketing events at local businesses that culminate in our 26.2 hour-long Main Event each Spring, during which students join together in support of the children battling pediatric illness. Since its start in 1995, DM at UF has become the most successful student-run philanthropy in the southeastern United States and has raised more than \$21.5 million For The Kids at UF Health Shands Children's Hospital, Gainesville's local Children's Miracle Network Hospital. Today, Dance Marathon at UF involves 21 Overall Directors, 56 Assistant Directors, 477 Captains, 160 Emerging Leaders, 127 Ambassadors, over 800 Dancers, more than 5,900 Fundraisers and over 54,000 total donations. DM at UF efforts directly benefit the pediatric patients at Shands Children's Hospital. For more information, visit floridadm.org.

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