

The Duke-Carolina Basketball Marathon

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NEWS RELEASE

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UNC-CH and DUKE students use rivalry to raise money for children

Chapel Hill, NC—Students from the University of North Carolina at Chapel Hill and Duke University have spent the past semester raising money for the BounceBack Kids, a non-profit organization that provides athletic and recreational activities for children with life-threatening illnesses and their families. These students have combined their love for basketball and dislike for the rival basketball team to hold a 20 hour long basketball game, the Duke-Carolina Student Basketball Marathon. The Marathon will take place from Saturday January 16, 2010 to Sunday January 17, 2010, pitting UNC-CH students against Duke students.

UNC-CH and Duke students have held numerous events on their campuses and in the community to help raise money for this cause, including benefit nights at local restaurants and on-campus shootouts. Basketball Marathon and BounceBack Kids gained national attention when the Hope Bus, an organization that brings awareness of other charities to community residents, visited the Chapel Hill-Durham area to help promote the Kids and the Marathon.

Last year's Marathon raised \$20,000, and despite the harsh economic downturn of this past year, the Marathon expects to raise a large amount of money again.

This year's Marathon will be held on Saturday the 16th in Fetzer Gym on South Road on the UNC-CH campus. It will begin at 6pm and end at 2pm on Sunday, January 17th. Students, faculty, and fans of both schools will be on hand to play and cheer on the players and the BounceBack Kids, who will be in the building.

For more information about the Duke-Carolina Student Basketball Marathon, visit www.basketballmarathon.com. To donate to either school's team, visit www.basketballmarathon.com/donate/index.htm