



PRESS RELEASE

For Immediate Release: March 25, 2021

44th Annual South High Marathon Dance, 24 Beneficiaries

The South High Marathon Dance (SHMD) is a student driven event that raises money for individuals, families, and organizations in need of financial assistance. With over 60% of the high school's population participating this year, the students demonstrate how an innovative and caring group of individuals can make a meaningful impact on the lives of others, even during COVID-19! SHMD has grown from a small fundraiser into a celebration that brings our community together, with activities taking place year-round. In our 43-year history, the Marathon Dance has raised over **8.9 MILLION DOLLARS** for **more than 567 beneficiaries** - not just within South Glens Falls, but in many surrounding communities. After reviewing around 60 applications, the student committee has selected the following as beneficiaries of SHMD 2021:

The families of...

Todd Ash

Alyssa Bessey

Jerry Brauser

Arthur Coon

Tammy Corbett

Jakob French

Sophia Glans

Finn Herringshaw

Kelly Moore

Christina Perry

Cara Rumrill

Kaitlin Valla

Shane Walsh

Community Organizations...

Alzheimer's Association of NENY

American Red Cross of NENY

Angel Names Association

Big Brothers Big Sisters

Cancer Center Community Crusader

Jeanne Feline Corp

Moreau Community Center

Operation Adopt a Soldier

Rebuilding Together Saratoga County

Saratoga Center for the Family

South Glens Falls Kindness Closet

The Marathon Dance Event, Supported Throughout the Local Community

The 2021 Marathon Dance will be held Friday, April 30 at *Six Flags Great Escape Resort*. Due to COVID-19 this will be a private event closed to the public, however an online program and live feed will be available. The event will kick-off Friday morning with opening ceremonies and will be broadcast live online. About 600 students have signed up to participate and each is required to collect a minimum of \$150. You can donate to a specific student's fundraising effort online, or make a general donation to the Marathon Dance. Due to COVID-19 we cannot accept cash, and checks are strongly discouraged. Instead, please make your donation online either to an individual student's page or through the "Donate" tab on our website, www.shmd.org. SHMD is supported by other schools within the District. As an example, Oliver W. Winch Middle School has launched their annual basket raffle, with drawings on Friday, April 23. Fifth graders and certain middle schoolers will even have their own time slot to participate at SHMD!

Donating Goods and Services to SHMD

Members of the community and businesses can donate items, which will be auctioned beginning the week of the Dance. **All Online Auction donations must be received no later than Friday, April 16, 2021.** To donate an item, please contact us at Donations@SHMD.org. South High Marathon Dance Inc. is registered with the state of New York as a charitable corporation and has been determined by the IRS to be a public charity under section 501(c)(3). Accordingly, all donations are tax deductible.

Community Fundraising Events

A variety of fundraising events shall take place in support of the South High Marathon Dance. For information regarding fundraisers, and to learn of new events as they are established, visit the SHMD website, Facebook page www.facebook.com/SHMDInc, or Twitter @shmdnow. All fundraising activities are subject to approval by the South High Marathon Dance Organizers. If you find that an activity is not posted here and want to verify its legitimacy or if you are interested in conducting an event, please contact us at Events@SHMD.org.

New for 2021, Lawn Signs and Banners Are For Sale!

This is a great way to show you support SHMD, even during times of social distancing. Double-sided lawn signs are \$30, 2 x 4 banners are \$75, and 4 x 8 banners are \$150. To be produced in time for SHMD, the last day to order is Thursday, April 8, 2021! Place your order by sending a message to shmdevents@gmail.com.

New for 2021, Garment Sales Are Online!

In October SHMD announced the "Organization Will Further Evolve and Leverage Technology". One exciting way we are doing that - the FIRST EVER SHMD Online Store!!! This was a milestone for SHMD Garments and now we have another announcement! Our online store will have, **FOR A LIMITED TIME ONLY**, a new delivery option available when placing an order ... no additional shipping fee for local orders placed during a designated dates:

- Orders placed April 14 – April 21 can be picked up at the SGF Senior High School on April 24 (hrs. TBD).
- Orders placed April 22 – April 28 can be picked up at the SGF Senior High School on April 30 (hrs. TBD).

Consider purchasing some of our garments at www.SHOPSHMD.com. New merchandise will be added soon!

New for 2021, The Auction Will Be Online!

In order to reach the largest number of people possible, we will transition the silent and live auctions into a single online auction platform. We tested the Bidding Owl auction management site in December, and will use it for SHMD 2021. All auction items will be up for bidding the week of the event and will be publicized on our Facebook page and website. All payments will need to be via credit card.

New for 2021, Online Gift Card 50/50!

Instead of the traditional 50/50 we all know and love, multiple 50/50 drawings will take place in the weeks leading up to SHMD and at specified times throughout the Dance. Each drawing will have 100 tickets for sale, at \$10/ticket, with SHMD receiving 50% and the winner choosing gift cards to local businesses for the other 50%. Winners can select gift cards from nearly 100 local businesses. It's a win/win/win for SHMD, local businesses and perhaps you! All drawings will be advertised, and tickets sold, at myevent.com/shmd5050, or you can link through shmd.org.

Visiting the Marathon Dance Virtually April 30

There will be a live feed and online program throughout the day on Friday, April 30, 2021 available via the SHMD website at www.shmd.org. This feed will be available to the public, starting during the opening ceremony Friday morning and continuing through the closing ceremony Friday night. You will also be able to donate to the event online throughout the day. Please stay tuned to www.shmd.org and our social media sites for further programming as we approach the event!

We hope that you will be able to join us virtually for this wonderful celebration of giving. It is a truly moving experience to witness a community that comes together to help those in need. Please be sure to visit our website at www.shmd.org, and follow us on **social media (Facebook, Twitter and Instagram)** for additional information and to *view the Marathon Dance live the day of the event!*

Student Chair Committee

Rachael Basile	Joey Johnson
Aydan Cook	Rosa Lee Ray
Jenna Farrell	Aiden Taylor
Myles Hogan	Jack Van Wie
Elisabeth Hutter	Maddison Walter

Advisors/ Coordinators

Dan Albert
Tom Myott
Jody Sheldon