

FOR IMMEDIATE RELEASE

FIRST THON 2012 CANISTER SOLICITATION WEEKEND

STATE COLLEGE, PA- September 28, 2011. Penn State students will travel across the east coast this weekend to raise money for the fight against pediatric cancer.

Sept. 30- Oct. 2 marks the first canister solicitation weekend of the 2012 Penn State IFC/Panhellenic Dance Marathon, affectionately known as THON. Students in organizations spend daylight hours outdoors and collect donations, all to raise money for The Four Diamonds Fund, the sole beneficiary of THON.

“Each of the four weekends see thousands of Penn State volunteers taking to the streets with cans and signs in hopes of filling those cans with monetary support from residents. Every year our reach spans a little further and every year our numbers grow a little larger,” said THON 2012 Overall Rules and Regulations Chairperson Mairead Hanna.

These students will stand in front of stores, on sidewalks and at other locations safely encouraging passers-by to donate money. THON instructs students on safe canister solicitation locations and practices. Ultimately, canister solicitation raises awareness about the fight against pediatric cancer, THON and The Four Diamonds Fund.

Canister solicitation is one of the many ways that THON raises fund. Over the past 40 years, THON has raised more than \$78 million and has helped countless children who have been diagnosed with cancer at Penn State Hershey Children’s Hospital. Last year alone, THON raised more than \$9.5 million.

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For interviews, to request locations where students will be or for more information on the Penn State IFC/Panhellenic Dance Marathon please contact:

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