

**For Immediate Release**

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**24 HOUR LINE DANCE MARATHON TO BENEFIT SICKLE CELL DISEASE**

**Get your dancing shoes on and join The Sickle Cell Association of New Jersey (SCANJ) at the 3rd Annual 24 Seven Line Dance Marathon.** We'll be dancing SCANJ-style as we raise funds to benefit families in New Jersey affected by sickle cell disease.

In addition to the 24-hour line dance marathon—where we'll attempt to establish a new line-dance World Record!—we'll have 7 fun events, including comedians, movies, and game tournaments as well as raising awareness about sickle cell disease.

**The 24 Seven, which is hosted by New Jersey City University, starts at 5:00 PM on Friday October 25 and ends at 5:00 PM Saturday October 26, 2013 at New Jersey City University; Student Union Building, 2nd Floor; 2039 Kennedy Boulevard. Jersey City, NJ 07305.** Awards and recognition include *The Walter Clement Noel* awards for the top fundraising individual and top team, the *All Knight Long* award for the longest period of time with continuous dancing (team and individual categories) and the *Bring It* award for the volunteer who best exemplifies the spirit of community service during the marathon.

Here are a few facts about sickle cell disease that you may not be aware of. From birth, people with sickle cell disease live with this often excruciatingly painful potentially life-threatening disease 24 hours a day, 7 days a week. There is a cure for sickle cell disease—a bone marrow transplant—but few people are candidates for the operation and many of those who are don't have a good "match" (a person whose bone marrow is more likely to be compatible with the genetic makeup of person receiving it). Such a match is critical if the operation is to be a success. The best matches come from people of the same ethnic group. Sickle cell disease is most common among African Americans and Hispanics in the United States; however, it affects people of all ethnicities.

Since being founded in 2009, SCANJ has initiated the New Jersey Sickle Cell Child and Teen Ambassadors Program, assisted families affected by sickle cell disease with emergency social services, and educated the community about sickle cell disease. The funds raised through the 24 Seven Marathon will enable us to provide much needed help to more families affected by sickle cell disease.

Your involvement makes a difference! To register or simply donate, go to [www.sicklecellnewjersey.org/24seven](http://www.sicklecellnewjersey.org/24seven)

Support the 24 Seven, 24 hours-7 events, raising funds and awareness for sickle cell disease.

**About SCANJ:** SCANJ is a 501c3 nonprofit community-based agency established on September 1, 2009 to assist the sickle cell community, with nonmedical needs, such as support groups, transition, education, access to research, resource sharing, family follow up, and other programs that improve their quality of life.

Our mission is “to advocate for and enhance our membership’s ability to improve the quality of health, life and services for individuals, families and communities affected by sickle cell disease and related conditions, while promoting the search for a cure for all people in the world with sickle cell disease.”

**About New Jersey City University:** SCANJ is indebted to New Jersey City University (NJCU) and its Center for Community and Volunteerism (CCSV), the Host Sponsor of 24 Seven for the third year in a row. Through the center, NJCU aims to create and foster an ethic of lifelong service within the community by encouraging students to participate in campus, city, county, state, national, and international outreach efforts.

For more information please visit [www.sicklecellnewjersey.org](http://www.sicklecellnewjersey.org). For an interview with the Teen Ambassador or a medical expert, please contact Mary Bentley LaMar at 908 247-9130 or [mary@sicklecellnewjersey.org](mailto:mary@sicklecellnewjersey.org)