

**For Immediate Release
MEDIA ADVISORY**

SCANJ CONTACT: Mary Bentley LaMar, Founder and Executive Director
973-482-9070; sicklecellanj@gmail.com

INAUGURAL 24 SEVEN MARATHON TO BENEFIT SICKLE CELL DISEASE

WHO: **The Sickle Cell Association of New Jersey (SCANJ)
Host Sponsor, New Jersey City University**

WHAT: Our first 24-hour line dance marathon—where we will attempt to establish a new Guinness World Record! —plus 7 fun events, including a Midnight Band Jam, Laugh-A-Thon, Movies, and Game Tournaments to benefit New Jersey residents with sickle cell disease and their families.

WHEN: 1:00 PM Friday October 7 to 1:00 PM Saturday October 8, 2011

WHERE: New Jersey City University; Student Union Building, 2nd Floor; 2039 Kennedy Boulevard. Jersey City, NJ 07305.

WHY: 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. Although sickle cell disease was first described more than 100 years ago, there is still no universal cure for it. The goals of our first 24 Seven Marathon are to raise awareness of sickle cell disease and to raise funds for programs and services that SCANJ provides to affected families throughout the state of New Jersey.

Since being founded, SCANJ has initiated the New Jersey Sickle Cell Poster Child and Teen Spokesperson 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.

HOW: To register or donate go www.sicklecellnewjersey.org and click on the donate button then follow the prompts.

About SCANJ: SCANJ is a 501c3 nonprofit community-based agency established on September 1, 2009 to assist the sickle cell community, especially adults, 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.”

For more information about SCANJ, please visit www.sicklecellnewjersey.org. For an interview with the Poster Children, please contact Mary Bentley LaMar at 973-482-9070 or sicklecellanj@gmail.com.