

May 2008

Up 'til Dawn Fundraiser is a Huge Success

Participants of the *Up 'til Dawn* letter writing campaign at Otterbein are celebrating their efforts in raising over \$34,200 to benefit the life-saving work of St. Jude Children's Research Hospital. This is the third year Otterbein students have participated in the *Up 'til Dawn* fundraiser. To date, the College has raised over \$131,400 for the cause.

Up 'til Dawn is a national campus event for anyone willing to help raise money for St. Jude Children's Hospital. It has raised more than \$12 million for St. Jude since it began in 1998. *Up 'til Dawn* reaches over 180 campuses nationwide. It is the largest collegiate philanthropy in existence today.

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. No family ever pays for treatments not covered by insurance, and families without insurance are never asked to pay. St. Jude is financially supported by ALSAC, its fund-raising organization. For more information, please call 1-800-822-6344 or visit <http://www.stjude.org>.

"As a senior I was thrilled to see how Otterbein took to and enjoyed the *Up 'til Dawn* program when I brought it to campus. It was a great experience, and those of us on the first board couldn't have made it happen without the school's help. It's even more exciting to see that it has continued in the years since I graduated. Knowing that students are still raising money for St. Jude's through this program allows me to have a greater connection to Otterbein. A connection that is not only a result of being an alumna, but also in knowing that I have left a legacy that will not only impact the students and the college, but the great good of humanity through the money raised for St. Jude's."

- Jeanne Pearson '06
Membership Coordinator
Otterbein Alumni Club of Akron/Canton