

# News Release

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## **Arthur Murray® Grande Ballroom of Greenwich Announces Dance 2 Donate in support of Stand Up To Cancer**

### **Arthur Murray® Dance Studios take steps in fight against cancer**

**Greenwich** – Arthur Murray® Grande Ballroom of Greenwich proudly announces the launch of “Dance 2 Donate”, benefitting Stand Up To Cancer (SU2C). Eight participating Arthur Murray® Dance Studios in Connecticut have joined forces in the fight against cancer by inviting everyone to dance for the cause. Dance 2 Donate will benefit Stand Up To Cancer and its groundbreaking research by donating \$5.00 for each person participating in a private dance lesson from January 1 – January 31, 2014.

“We are very proud to be involved with Stand Up To Cancer. This initiative is a win-win-win”, said Christine Georgopulo, owner of the Arthur Murray® Grande Ballroom of Greenwich. “Arthur Murray® International is a 102 year old company at the forefront of health and wellness through the endless benefits of social ballroom and Latin dancing,

“In addition to learning a skill that will last a lifetime, dance students experience weight loss, increased flexibility, self confidence, more energy and increased joy, to name a few, and now through Dance 2 Donate, we will be raising awareness and funds with every step for this incredible collaborative charitable program and its efforts to make every person diagnosed with cancer a survivor”, says, Georgopulo. “We want to do whatever we can to help change the heart wrenching facts, that one in two men and one in three women will be diagnosed with cancer in their lifetimes; and that one American dies nearly every minute from cancer. Help to fight this disease and join the movement, Dance 2 Donate.” For more information, visit [www.arthurmurraygreenwich.com](http://www.arthurmurraygreenwich.com).

#### **ABOUT STAND UP TO CANCER (SU2C)**

Stand Up To Cancer (SU2C) raises funds to accelerate the pace of research to get new therapies to patients quickly and save lives now. SU2C, a program of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, was established in 2008 by film and media leaders who utilize the industry’s resources to engage the public in supporting a new, collaborative model of cancer research, and to increase awareness about progress being made in the fight against the disease. As SU2C’s scientific partner, the American Association for Cancer Research (AACR) and a Scientific Advisory Committee led by Nobel Laureate Phillip A. Sharp, Ph.D., conduct rigorous, competitive review processes to identify the best research proposals to recommend for funding, oversee grants administration, and provide expert review of research progress.

Current members of the SU2C Council of Founders and Advisors (CFA) include Talk Show Host, Journalist and well-known Cancer Advocate Katie Couric; Sherry Lansing, Chairperson of the Entertainment Industry Foundation’s Board of Directors and Founder of the Sherry Lansing Foundation; EIF President and CEO Lisa Paulsen; EIF Senior Vice President Kathleen Lobb; Rusty Robertson and

Sue Schwartz of the Robertson Schwartz Agency; Pamela Oas Williams, President of Laura Ziskin Productions and Executive Producer of Stand Up To Cancer's In-house Production Team, and Nonprofit Executive Ellen Ziffren. All current members of the CFA were co-producers of the 2012 televised special. The late co-founder Laura Ziskin executive produced both the Sept. 5, 2008, and Sept. 10, 2010, broadcasts. SU2C was formally launched on May 27, 2008. Sung Poblete, Ph.D., R.N., has served as SU2C's president and CEO since 2011.

For more information, visit <http://www.standup2cancer.org>.

*Stand Up To Cancer will receive, from participating Arthur Murray® Dance Studios in Connecticut; Bloomfield, Danbury, Glastonbury, Greenwich, Guilford, New Britain, Niantic and Vernon, \$5 for each person taking or participating in a private dance lesson from January 1 – January 31, 2014.*

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