

# M.C. Ginsberg Helps UI Dance Marathon Raise Record Amount

IOWA CITY - By auctioning high-end jewelry, custom-made Hawkeye jewelry and autographed Hawkeye footballs, M.C. Ginsberg Objects of Art raised \$7,800 for the University of Iowa Dance Marathon at a Jan. 27 fundraising gala in the downtown Iowa City store.

A longtime supporter of the Dance Marathon, M.C. Ginsberg experimented with an auction in 2011, hoping to boost his contribution to the Dance Marathon's fundraising efforts. That event raised more than \$5,000.

The first auction was so successful that M.C. Ginsberg owner Mark Ginsberg decided to make it an annual event. This year the fundraiser's final tally, boosted by two Jeff McNutt Herky prints that fetched \$1,750 alone, exceeded even the expectations of the ever-optimistic Mark Ginsberg.



“Our staff has worked hard for more than 30 years to give back to the community. Dance Marathon has become one of our favorite fundraisers, so raising nearly \$8,000 this year was a proud achievement on our part, and something that will bring some happiness to families down the road,” said Ginsberg.

This year's 24-hour-long Dance Marathon started Feb. 3 and ended Feb. 4, raising a record \$1,369,147 million. For Dance

Marathon officials, community-supported fundraisers like Ginsberg's made a huge difference in the final fundraising tally.

“Special event fundraisers like M.C. Ginsberg’s truly make a difference for the children and families University of Iowa Dance Marathon serves,” said UI Dance Marathon Executive Director Elyse Meardon. “These types of events help take us one step closer to shattering records and also exemplify the



true community spirit of Iowa City. We are eternally grateful for M.C. Ginsberg's support and all of the support from our partners.”

University of Iowa Dance  
Marathon is a student

organization that creates and sustains special projects to provide emotional and financial support for pediatric oncology and bone marrow transplant patients and their families treated at University of Iowa Children's Hospital.

During the Marathon dancers remain standing for the full 24 hours with no caffeine allowed. Live entertainment and a DJ help pass the time along with performances by local bands, University Dance and Theatre groups, and speeches given by many of the Dance Marathon families.