



Feb. 13, 2023

FOR IMMEDIATE RELEASE

**6ABC WPVI-TV PHILADELPHIA TO PRODUCE TELECAST
'DANCING FOR A CURE – LIVE FROM THON™'
SATURDAY, FEB. 18, AT 7 P.M.**

New York's WABC and Other Northeast Affiliates To Syndicate



For the second consecutive year, 6abc WPVI-TV Philadelphia will showcase the world's largest student-run philanthropy - THON™. Penn State students will once again stay on their feet for 46 hours, raising money to fight childhood cancer. Last year, students raised more than \$13 million, shattering the previous total from 2014. 6abc will air a live half hour telecast from THON™ on Saturday, Feb. 18th at 7pm ET.

Penn State's [THON](#) is now in its 51st year. All money raised benefits [Four Diamonds](#) at Penn State Health Children's Hospital in Hershey, Pennsylvania. THON's first dance marathon in 1973 raised just over \$2,000. Since then, THON has raised more than \$203 million.

THON kicks off Friday, Feb. 17, at 6 p.m. and wraps up 46 hours later on Sunday at 4 p.m. **"Dancing For a Cure – Live From THON"** will be hosted by 6abc's Bob Brooks, Walter Perez and Brittany Boyer. The exclusive underwriter for the broadcast will be [Penn State Health Children's Hospital](#).

"I feel so fortunate to be working with 6abc this year to showcase the magic of THON Weekend 2023," said Lily Pevoto, executive director of THON. "The impact that this organization has on so many children, families, students, alumni, and supporters is immeasurable, and I can't wait to be able to give a glimpse of it all through this year's program."

The program will also be syndicated to other television markets, including New York. With its syndication partners, roughly 16% of American homes will have access to the program.

Stations simulcasting the program will be the following:

- WABC New York
- WTAE Pittsburgh
- WHTM Harrisburg
- WATM State College

“THON is truly an inspirational event,” said 6abc President & General Manager Bernie Prazenica. “The students of Penn State are to be commended on their ability to conduct and operate an organization that raises \$200 million to fight cancer. Through 6abc and our simulcast partners in New York, Pittsburgh and across Pennsylvania, we look forward to supporting the PSU students in having another record-breaking year.”

THON is a year-round effort to raise money in the fight against childhood cancer. Each spring, new student leadership is selected. During the summer, the student volunteers conduct outreach with smaller fundraising efforts and pay visits to Four Diamonds families impacted by childhood cancer. In the fall, the planning for the dance marathon kicks into high gear. The students mobilize all the team captains, and THON Weekend begins to take shape.

THON is programmed and produced entirely by Penn State students. They configure the Bryce Jordan Center. They build the stage. They also manage the concessions and handle all the custodial duties. And, of course, the estimated 700 student dancers stay on their feet for 46 hours straight.

“We continue to be inspired by the relentless efforts of everyone involved with THON to conquer childhood cancer,” said Dr. Yatin Vyas, chair of the Department of Pediatrics and pediatrician-in-chief at Penn State Health Children’s Hospital. “Their hard work and generosity helps to ensure that all medical expenses are covered for Four Diamonds Children who are treated for cancer at our Children’s Hospital while also making possible a diverse platform of childhood cancer research that seeks improved treatments and cures to benefit kids in Pennsylvania and around the world.”

About Four Diamonds

Four Diamonds’ mission is to conquer childhood cancer. Since its creation in 1972, Four Diamonds has helped more than 4,800 children and families by covering 100% of medical bills for every Four Diamonds family. Four Diamonds also supports a robust pediatric cancer research program at Penn State Health Children's Hospital and Penn State College of Medicine, which is dedicated to seeking improved treatments and cures for childhood cancer to benefit every child around the world. For more information, visit FourDiamonds.org.

About 6abc/WPVI-TV Philadelphia

For over half a century, 6abc/WPVI-TV Philadelphia has been broadcasting to viewers in the Delaware and Lehigh Valleys, an area covering southeastern Pennsylvania, northern and central Delaware and southern New Jersey. As the No. 1 station in Philadelphia for almost 45 years, 6abc Action News delivers local news, information, traffic and weather to more than 3 million homes. Action News captures over half of all Adult 25-54 news viewers on an

average day*. In the past year, Action News has won 2,462 out of 2,491 newscasts in Households for a winning percentage of 98.8%.†

*Based on December 2022 Nielsen survey.

†Based on January - December 2022 Nielsen data

Twitter: <https://twitter.com/6abc>

Instagram: <https://www.instagram.com/6abcactionnews/>

Facebook: <https://www.facebook.com/6abcActionNews/>

Media Contacts:

6abc WPVI-TV

Mike Monsell

mike.monsell@abc.com

ABC Owned Television Stations

Dawn Rowan

Dawn.rowan@abc.com

-- WPVI --