



Feb. 5, 2024

**6ABC WPVI-TV PHILADELPHIA TO PRODUCE TELECAST
'DANCING FOR A CURE – LIVE FROM THON™'**

Live Coverage Begins, Saturday, Feb. 18, at 7:30 p.m.

WABC-TV New York and Other Northeast Affiliates To Syndicate



6abc WPVI-TV today announced that will once again showcase the world’s largest student-run philanthropy THON™ for its third consecutive year. “Dancing For a Cure – Live From THON” will be hosted by 6abc anchors [Caroline Goggin](#) (Goggin is a Penn State alum and danced at THON her senior year.), [Walter Perez](#) and fellow Penn State alum, meteorologist [Brittany Boyer](#). The exclusive underwriter for the broadcast will be [Penn State Health Children’s Hospital](#). Each year, an estimated 700 Penn State students commit to dance for 46 hours to raise money to help fight childhood cancer. Last year, students raised more than \$15 million, soaring past the previous year’s total. “Dancing For a Cure – Live From THON” kicks off Friday, Feb. 16, at 6 p.m., and wraps 46 hours later, Sunday at 4 p.m.

Penn State’s [THON](#) is now in its 52nd year and 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, build the stage, and also manage the concessions and handle all the custodial duties.

“The achievements of these Penn State students cannot be understated,” says President & General Manager Bernie Prazenica. “The THON student volunteers raised \$13 million in 2022 ... \$15 million in 2023! The sky is truly the limit for these amazing students! Through 6abc and our simulcast partners in New York, Pittsburgh and across Pennsylvania, we look forward to supporting the PSU students in their quest to fight childhood cancer.”

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 \$219 million.

“The hard work and generosity of everyone involved with THON ensures that young people battling cancer can receive the most advanced care at our Children’s Hospital at no cost to their families,” said Dr. Giselle Sholler, Professor of Pediatrics and Division Chief – Pediatric Hematology/Oncology at Penn State Health Children’s Hospital. “The money raised for Four Diamonds helps our physicians, clinical researchers and scientists in their efforts to better understand, treat and cure pediatric cancers.”

The program will also be syndicated across the Northeast television markets including WABC-TV/New York, WTAE-TV/Pittsburgh, and WPMT/York as well as a simulcast from WATM/Altoona, State College guaranteeing access to approximately 11% of American households.

“It has been an absolute pleasure to work alongside Four Diamonds, Penn State Health and 6abc to showcase the passion and dedication of the THON Community,” says Will Vincent, executive director of THON. “The work that THON does is truly so special, and seeing this community come together to fight for a future without childhood cancer is the most amazing thing I have ever witnessed. I cannot wait to share the story of THON and show the world what makes this mission and this organization so special.”

About Four Diamonds

Four Diamonds’ mission is to conquer childhood cancer. Since its creation in 1972, Four Diamonds has helped more than 4,900 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 nearly half of all Adult 25-54 news viewers on an average day*. In the past year, Action News has won 2,450 out of 2,467 newscasts in Households for a winning percentage of 99.3%.†

*Based on January – December 2023 Nielsen data.

†Based on January - December 2023 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

Ambir Snieszko

ambir.snieszko@abc.com

-- WPVI --