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IF YOU GO

What: Dancing for a Cure Dance-a-Thon

When: 1 p.m. to 5 p.m. June 7

Where: Fred Astaire Rockland, 295 Route 304, Bardonia

Contact: dancingforacure@gmail.com
or the Fred Astaire Rockland at 845-623-7147

Website: www.dancingforacure.org

CEO Invites Community to Dance for a Cure

BY MARIA K. GARCIA • SPECIAL TO THE JOURNAL NEWS • MAY 2, 2009

Ballet and ballroom dancing have been a big part of Daniella Koren's life, but her love of dance has now turned into her way of raising awareness about two incurable diseases.

Leukemia and lymphoma are two cancers with which she has had personal experience.

Koren began to dance as a way to raise money to fight the diseases shortly after her mother, Rita, was diagnosed with Hodgkin's disease, a form of lymphoma, in 2007.

"I dance competitively as a hobby, so I was thinking of ways to raise money," said Koren, a marketing CEO who lives in Suffern.

Since then, she has raised more than \$14,000 and hopes to raise \$15,000 this year, as she campaigns to win the Woman of the Year Award given by the Leukemia and Lymphoma Society.

In order to do so, Koren will be combining her love of dance and her desire to help cancer victims through a Dancing for a Cure Dance-a-Thon.

The event is scheduled for June 7 at the Fred Astaire Rockland dance studio in Bardonia, from 1 to 5 p.m., where residents are invited to participate in 30-minute group dance lessons.

Anyone is welcome to attend. Bringing a partner is not necessary, and informal attire is acceptable.

"I hope I see a lot of support," she said, "I tried to think of ways to reach out to the community."

Genres such as swing, cha-cha, hip-hop, fox trot, tango and more will be taught in exchange for a suggested \$20 donation, which will go directly to the Leukemia and Lymphoma Society.

"I think that they affect more people in this country than most people realize," she added, "they affect all ages, especially children."

The event will not only involve dance, but also attractions such as a silent auction, raffle and food.

Koren is planning to auction a Lacoste watch, a designer handbag, gift certificates to numerous restaurants and at least three art pieces.

Not to mention that all participants will be given one free ballroom dance lesson at any Fred Astaire dance studio.

The dance-athon serves as a way for Koren to honor her mother and to raise awareness about two types of cancers.

"The main thing is to support the cause," she said.