

## PRESS RELEASE



FOR IMMEDIATE RELEASE

### **Zeldathon Forges a Link to the Past with Throwback Marathon**

Since 2009, Zeldathon has raised over \$3,700,000 for charity across 40 events and counting

From July 19th to July 25th, Super Zeldathon will be live on Twitch ([Twitch.tv/Zeldathon](https://twitch.tv/Zeldathon)) for six days with nonstop entertainment benefiting St Jude Children's Research Hospital. Super Zeldathon hopes to bolster the fundraising fun by infusing 1990s nostalgia into every aspect of the marathon.

The Zeldathon Team plays through dozens of games spanning across the library of *The Legend of Zelda* video game series. During the 150+ hour live broadcast, a talented cast of entertainers will present gameplay and commentary streamed on Twitch, the leading social video platform and community for gamers. While on air, Zeldathon will encourage their audience to donate to this event's cause: St Jude Children's Research Hospital.

To help entice viewers to chip in for charity, the cast will perform live music and sketch comedy, hold prize giveaways, offer broadcast-altering incentives and more. These incentives have played a large part in Zeldathon's foundation as a beloved gaming marathon for charity with unique personality, with audience members returning year after year to tune in and support the cause and crew, becoming a part of the show through our interactive donation system. Additionally, through collaboration with many of the internet's largest Zelda Communities (r/Zelda, Zelda Universe, Zelda Dungeon) we hope to unite the community under a common cause like never before.

For more information, press assets, or to tune into the event, visit <https://zeldathon.com/about> or contact [ila@zeldathon.com](mailto:ila@zeldathon.com)

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#### **About Zeldathon**

Zeldathon is a group of over 100 entertainers and broadcast professionals from across the world. Uniting a passion for gaming and charity has created one of the world's most well-known online fundraisers. Average concurrent viewership hovers around 5,000 viewers, and peaks reach as high as 15,000 people. Together, with help from the Zeldathon community, the group has raised over three-million dollars for non-profit organizations since 2009.

#### **About St Jude Children's Research Hospital**

St Jude Children's Research Hospital leads the way the world understands, treats, and defeats childhood cancer and other life-diseases. As one of the world's premier pediatric cancer research centers. Its mission is to find cures for children with cancer and other catastrophic diseases through research and treatment. Additionally, families never receive a bill from St. Jude for treatment, travel, housing or food — so they can focus on helping their child live.