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## DANIS SET TO RACE AGAIN FOR NABS

December 01, 2010 | Kristin Laird | Comments



**Stefan Danis, CEO of Mandrake and NexCareer**, is once again racing to raise money for the National Advertising Benevolent Society (NABS), and this time around, he's taking the industry with him.

Next October, Danis and his team will complete in the seven-day, six-stage, 250-kilometer race through Egypt's Sahara Desert. The race is part of the Four Deserts series, which is on Time's Top 10 Endurance Competitions list.

To recruit runners, Danis has made a series of presentations at various agencies and media outlets. So far, he has recruited David Gibb (JWT), **Sandy Johnson (NexCareer)**, Gavin Lucas (Sympatico.ca), Alison Simpson (Maritz Canada), Patrick Sullivan (DuProprio, ByTheOwner.com) and Anne-Marie Tseretopoulos (DraftFCB).

Danis first embarked on this fundraising adventure in 2009 when he participated in the Gobi March. He was the first Canadian to cross the finish line, finishing 14th overall, and helped raise over \$40,000 for NABS, which provides assistance to marketing, advertising and media professionals who need help due to illness, injury, unemployment or financial hardship.

Danis, along with two other participants, then completed the Atacama Desert race in Chile, raising upwards of \$20,000.

"I did the first one on my own and I did the second one as a team," he said. "I was hoping to take a community on the third one." While he hopes to build a team of 15, Danis said the training process is grueling and expects some people will drop out along the way.

Rather than just ask for donations, Danis is once again offering career management and outplacement services to potential donors.

**For every \$100 contribution, the donor received a gift voucher for NexCareer services, which can be transferred to family or friends who have been laid off and are unable to access outplacement coverage.**

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