



Stéfan Danis takes on the Sahara



December 2, 2010 by [Jonathan Paul](#)

Consummate NABS fundraiser **Stéfan Danis** is at it again. This time he's tackling the Sahara Desert with the goal of raising \$100,000 for the National Advertising Benevolent Society.

The **Mandrake and NEXCareer CEO**'s latest effort follows previous fundraising goals he set for himself, and overcame, participating in the most gruelling of challenges. In June, 2009, he raised more than \$40,000 for NABS participating in the Gobi March, a six-day, 250 km footrace ranked the second toughest endurance competition in the world by *Time* magazine. He finished 14th overall, first in his age group. Next, he took to the Atacama Desert in Chile, part of a group of three who won the race's team event. There he raised more than \$20,000. Now he's planning on racing through the Sahara Desert in November 2011, along with a group of industry colleagues he's recruited, in the third of a planned series of four legs.

'I am excited about it because after running Gobi solo, and Atacama as part of a team, we will run the Sahara as a community,' said Danis in a release. 'Having a community in the Sahara will no doubt add to the physical and emotional stress, but will unlock the extraordinary experience for the participants and impact for NABS only a larger group can create.'

Hot on Danis' heels during the race will be: David Gibb, executive VP/managing director, JWT Canada; **Sandy Johnson, NEXCareer**; Gavin Lucas, product manager for video, Sympatico.ca; Alison Simpson, executive VP, Maritz Canada; Patrick Sullivan, VP/GM, DuPropio/Bytheowner.com; and Anne-Marie Tseretopoulos, director, human resources, Drafftcb. The team hopes to recruit more members in the new year.

A banner advertisement for Full Sail University. On the left is the Full Sail University logo, which includes a stylized orange sailboat icon above the text 'FULL SAIL UNIVERSITY' and the website 'www.FullSail.edu'. The main text in the center reads 'Script Writing FOR FILM, GAMES & ANIMATION' in a large, bold, serif font. Below this, there is a small image of a person sitting at a desk with a laptop, and the word 'ONLINE' next to it. On the right side of the banner, it says 'Creative Writing MFA Degree - Online' and includes a red button that says 'LEARN MORE'. At the bottom right corner of the banner, it says 'Ads by Google'.