

FOR IMMEDIATE RELEASE

Media Contact: Lyndsay Rossman
St. John & Partners
904-596-8573 (office)
202-494-1688 (mobile)
lyndsayrossman@sjp.com

The 2017 DONNA Marathon Weekend Celebrates 10th Anniversary February 10-12

Event Expected to Generate Tens of Thousands of Participants to Celebrate 10 Years Closer to the Finish of Breast Cancer

JACKSONVILLE, Fla. (Jan. 30, 2016) – The 10th annual DONNA Marathon will welcome runners and spectators to Northeast Florida beginning Friday, Feb. 10, in time for a weekend filled with activities and new initiatives, culminating with the 26.2 with DONNA The National Marathon to Finish Breast Cancer on Sunday, Feb. 12. As the only marathon in the country to donate all proceeds to breast cancer research and care, DONNA Marathon Weekend provides events for everyone, whether you are a seasoned runner or cheering on the action from the sidelines.

Since its inception in 2008, DONNA Marathon Weekend has raised more than \$5 million in funding for The DONNA Foundation supporting groundbreaking breast cancer research at Mayo Clinic and providing financial assistance to those living with breast cancer. In the last nine years, nearly 100,000 runners from all 50 states and more than 20 countries have participated in DONNA events.

While the event favorites will continue in 2017, new in the 10th anniversary year, participants can experience an inaugural DONNA 10K, Give \$10 Fundraising Campaign, Commemorative Anniversary Medal, DONNA mobile app and Treasured Chest Challenge partnership with Tampa's Gasparilla Distance Classic.

MARATHON WEEKEND EVENTS:

All events are open to the public, except where specified. Media is invited to all events listed below, and interview opportunities are available. In some cases, media credentials will be required. For credentials, contact Lyndsay Rossman at 904-596-8573.

FRIDAY, FEB. 10

Social Shakeout Run

This event is free and open to the public. Founder Donna Deegan, Olympian Joan Benoit-Samuelson and Olympian and Training Director Jeff Galloway will be participating. A three-mile run/walk will begin at 8 a.m. with DONNA Special Guests and Ambassadors.

WHEN: 8 a.m.

WHERE: Southern Grounds, The Courtyard at 200 First Street, Neptune Beach

DONNA Expo presented by SMG

This event is free, open to the public with complimentary parking included. Spend the day visiting exhibitors featuring apparel, fitness gear, interactive displays and free samples. Registration for the 26.2 with DONNA Marathon, half marathon, team relay, 10K, 5K and Family Fun Run will be available.

WHEN: Noon-7 p.m.

WHERE: Prime F. Osborn III Convention Center, 1000 Water Street, Jacksonville

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DONNA VIP Reception presented by TapImmune, Banfi, Dream Vacations/Celebrity Cruises and Sawgrass Marriott

This event is not open to the general public. Media photography and interview opportunities are available upon request. Donna will welcome breast cancer survivors, government, business and community leaders to kick-off Jacksonville's own breast cancer marathon weekend.

WHEN: 5-7 p.m.

WHERE: Sawgrass Marriott Golf Resort & Spa, 1000 PGA TOUR Blvd., Ponte Vedra Beach

SATURDAY, FEB. 11

(NEW) Anniversary DONNA 10K presented by Pfizer

To commemorate 10 Years Closer to the Finish, DONNA introduces the Anniversary DONNA 10K to raise awareness for metastatic breast cancer. This new race in our series will also provide a 10K signature race medal for all finishers.

WHEN:

- 6:30 a.m. – Registration and packet pickup opens. Registration is available onsite.
- 7:30 a.m. – Warm up with Retro Fitness, official DONNA personal trainers
- 8:00 a.m. – 10K start

WHERE: Prime F. Osborn III Convention Center, 1000 Water Street, Jacksonville

DONNA 5K and Family Fun Run presented by Jaguars Foundation

5K participants earn our signature Running Ribbon medal and experience the best Downtown Jacksonville has to offer with a great warm-up race along the St. Johns River. Bring the family for the fun run with Jaxson de Ville of the Jacksonville Jaguars. Kids under 10 run FREE in the Family Fun Run.

WHEN:

- 6:30 a.m. – Registration and packet pickup opens. Registration is available onsite.
- 9:40 a.m. – Warm up with Retro Fitness, official DONNA personal trainers
- 10:00 a.m. – 5K Start
- 11:00 a.m. – Family Fun Run Start

WHERE: Prime F Osborn III Convention Center, 1000 Water Street, Jacksonville

DONNA Expo presented by SMG

This event is free, open to the public with complimentary parking included. Spend the day visiting exhibitors featuring apparel, fitness gear, interactive displays and free samples. Registration for the 26.2 with DONNA Marathon, half marathon and team relay will be available.

WHEN: 9 a.m.-5 p.m.

WHERE: Prime F. Osborn III Convention Center, 1000 Water Street, Jacksonville

DONNA 110 Ultra Marathon

Athletes will cover 110 miles to finish breast cancer through the night in Atlantic Beach from the Ultra Base Camp located in Bull Memorial Park. DONNA Curb Crews are invited all night to cheer these participants to the finish line.

WHEN: 7:30 a.m.

WHERE: THE PLAYERS Championship off of ATP Tour Blvd in front of The UPS Store, Ponte Vedra Beach

Top Fundraiser Dinner with Donna and Mayo Clinic

This event is not open to the general public. Media photography and interview opportunities are available upon request and must be confirmed prior to arrival (RSVP to Lyndsay Rossman at lyndsayrossman@sjp.com). This

special evening is intended to honor top fundraisers and share an update on research advances and stories of families supported through The DONNA Foundation. Donna Deegan and renowned breast cancer researcher Dr. Edith Perez, along with Mayo Clinic experts and CEO Gianrico Farrugia, M.D., and Olympians Joan Benoit-Samuelson and Training Director Jeff Galloway will also be in attendance. *Love is Letting Go of Fear* author Dr. Gerald Jampolsky will serve as the speaker for the event. His book inspired Donna Deegan's "Love over Fear" mentality.

WHEN: 5:30 p.m. Reception and dinner

WHERE: Mayo Clinic – Davis Building Lobby, 4500 San Pablo Blvd. South, Jacksonville

SUNDAY, FEB. 12

26.2 with DONNA Marathon, DONNA Half Marathon presented by McDonald's, Team Relay presented by randrr

The main event of the DONNA Marathon Weekend meanders through Jacksonville's four beach communities. In 2016, the Boston Marathon qualifier welcomed more than 10,000 runners from all 50 states and more than 10 countries. The marathon, half marathon and team relay will all begin at the Celgene Start Line.

WHEN:

- 4 a.m. – Parking Opens
- 5 a.m. – Runner's Village Opens
- 7:30 a.m. – Start

WHERE: Celgene Start Line, THE PLAYERS Parking Lot off ATP Tour Boulevard, Ponte Vedra Beach; Celgene Finish Line, Mayo Clinic, Jacksonville

NOTE: *For events taking place at the Celgene Finish Line or Runner's Village at Mayo Clinic, there is limited parking and a parking credential will be required. Contact Lyndsay Rossman in advance.*

Post-Race Party

Plan to meet and celebrate with family and friends at the DONNA Post Race Party. Check runners' progress in the RaceJoy Tent presented by SpectraShield while sampling Mellow Mushroom, Uptown Kitchen, Burrito Gallery and McDonald's. Stop by the Jet Blue Snack Tent for a chance to win travel prizes and enjoy free pancakes, sausage and hot dogs from Sawyer Gas. Celebrate the finish and toast your runner in the Michelob Ultra Beer Garden.

WHEN: 8 a.m.-3 p.m.

WHERE: Runner's Village at Mayo Clinic

Half Marathon Awards Ceremony

WHEN: 10 a.m.

WHERE: Runners' Village at Mayo Clinic

Marathon Awards Ceremony

WHEN: Noon

WHERE: Runners' Village at Mayo Clinic

TacoLU DONNA After Party

Runners can proudly wear their DONNA Medal to TacoLU post-race for a complimentary beer or glass of champagne to toast their finish.

WHEN: 10 a.m. to 10 p.m.

WHERE: TacoLU, 1712 Beach Blvd., Jacksonville Beach

Sawgrass Marriott First-Class DONNA After Party

In celebration of the 10th anniversary of DONNA Marathon Weekend, relax with an evening of arts and culture

at the Sawgrass Marriott Golf Resort & Spa. This event will feature live painting and finished works by Icelandic artist Gudrun Newman, courtesy of Wall Street Fine Art, a leading-edge art dealer and management firm. Enjoy complimentary hors d'oeuvres; celebrate achievements and cap off the evening with a fireside cocktail on the resort's Cascades Deck. Ten percent of food and beverage process will be donated to The DONNA Foundation. RSVP by Feb. 5 on <http://www.myresortnews.com/Marriott/JAXSW/Donna17/index.html>

WHEN: 6-8 p.m.

WHERE: Sawgrass Marriott Golf Resort & Spa, 1000 PGA TOUR Blvd., Ponte Vedra Beach

MONDAY, FEB. 20

Tacos for TaTas: Pink Tie Edition

Featuring food from TacoLU, HOBNOB and Alley Cakes, beverages, music by The Chris Thomas Band and dancing, including lessons of tango, salsa and more from Monarch Ballroom and Dance Studio. The event is "pink chic" and tickets are \$100/person. All proceeds go to The DONNA Foundation supporting groundbreaking breast cancer research at Mayo Clinic and to provide financial assistance to those living with breast cancer. Tickets can be purchased at <https://904tix.com/events/tacos-for-tatas>. (This event was rescheduled from October due to effects of Hurricane Matthew.

WHEN: 6-9 p.m.

WHERE: HOBNOB, 220 Riverside Ave., Jacksonville

OTHER STORY IDEAS AND GENERAL INFORMATION:

Media Credentials for DONNA Marathon Weekend:

To receive your media and parking credentials in advance for any of the activities throughout DONNA Marathon Weekend, including race day access, please contact Lyndsay Rossman at lyndsayrossman@sjp.com or 202-494-1688.

Registration for 26.2 with DONNA Open Through Feb. 11

Online Registration ends on Feb. 7, but registration for the 26.2 with DONNA marathon, half marathon and team relays will still continue through Saturday, Feb. 11 onsite at the Expo at the Prime Osborn Convention Center during DONNA Marathon Weekend. The 5K and Family Fun Run will have registration available on Friday at the Expo and Saturday beginning at 6:30 a.m.

10th Anniversary Brings New Booby Trap Challenge and Medals

Three races, two days, four medals...new for 2017, runners can register for the Booby Trap Challenge, an endurance test for the most passionate runners. The challenge, presented by FIS, includes entry into the DONNA 5K, DONNA 10K and either the Full or Half Marathon. Participants will receive a finisher medal for each of the three races, plus the commemorative Booby Trap Challenge race medal signified with a pink seashell bra.

2016 Female Marathon Winner Poised to Win in 2017, Runs in Honor of Friend

Being the first Jacksonville woman to win 26.2 with DONNA is a testament to hard work, but also a promise made to a friend for Julie Stackhouse, owner of Stackhouse Fitness. In addition to winning the marathon in 2016, she was the female winner of the 2015 half marathon. She runs the DONNA in honor of a friend and client diagnosed with breast cancer on the first day of training with Julie a few years ago. That friend is now cancer free and will run the 2017 DONNA 10K as her first competitive run.

Marathon Watch Party Raises More Than \$14,000 since 2012, Expands for the 10th Anniversary

Atlantic Beach resident Doug Moody is the founder of Ocean Blvd. Thinks Pink, a fundraising block party started in 2012. The homeowners on the designated blocks decorate with balloons, ribbons and banners and

“tailgate,” cheering on marathoners. This year, they are expanding to six blocks (between 10th and 16th Ocean Blvd. in Atlantic Beach), with team captains on each block. Attendees are invited and request a donation in which 100 percent of the donation is given to DONNA. Last year, the block party raised \$7,095. Since its start, the fundraiser has raised nearly \$14,400.

Join the DONNA Curb Crew

DONNA Marathon Weekend is as much as spectator sport as a marathon. The spectators along the 26.2 mile route are a big reason why the 26.2 with DONNA was recognized by CNN Travel as one of the “Seven Marathons Worth the Trip” and “Favorite Charity Race” from the readers of *Women’s Running Magazine*. By joining the DONNA Curb Crew, supporters can cheer on and show love to the runners and celebrate breast cancer awareness by being a part of the best block party at the beach. With more spectator zones with music, beer stands, cowbells, signs, pink tutus and more this year for the 10th anniversary, there is no question why the route has been dubbed the “largest tailgate at the beach.” Free cheer supplies are available for pickup beginning Feb. 1 at DONNA Headquarters at 11762 Marco Beach Blvd. in Jacksonville.

TIPS FOR VIEWING

JTA Beaches Trolley Available for 26.2 with DONNA

To make it easier to view the race action, the Jacksonville Transportation Authority (JTA) will provide spectator transportation via the Beaches Trolley for the 26.2 with Donna on Sunday, Feb. 14 from 7:30 a.m. to 2:30 p.m. Download the MyJTA app to purchase a \$4 unlimited-ride, single-day pass on your mobile phone. Three trolleys will operate on a 20-minute frequency on Third Street between South Beach Regional Shopping Center on the south end and Atlantic Boulevard on the north end. Trips are \$1.50 each way or \$4 for a one-day, unlimited ride pass. One-day passes may also be purchased at Walgreens beach locations as well as via the MyJTA app.

See the Finish Shuttle

While there is no spectator parking at Mayo Clinic, viewers who would like to “See the Finish,” can do so via complimentary bus transportation provided from the race start at 8 a.m. Continuous bus service from Mayo Clinic back to the race start will be provided from W.M. Davis Parkway.

Road Closures

As the race takes place on several arteries at the beach, drivers headed to the beach to run, volunteer or view the race should be aware of road closures taking place on Sunday, Feb. 12. Significant road closures include:

- J. Turner Butler Blvd. closed eastbound at Hodges Blvd. starting at 6:30 a.m.
- A1A northbound at ATP Tour Blvd. closed to Corona Road starting at 7:30 a.m. until approx. 8:30 a.m.
- A1A southbound at ATP Tour Blvd. closed at 7:30 a.m. until approx. 8 a.m.
- Ponte Vedra Blvd. from Corona to 37th Ave. South, closed at 7:30 a.m. until approx. 9:30 a.m.

26.2 with DONNA Cheer Zones

While runners can be viewed along most of the 26.2 mile course, the following locations are optimal viewing areas, and the best places for the 26.2 Curb Crew to cheer on the runners with bands, DJs and a festive atmosphere:

- **PVPV/Rawlings Elementary (A1A/Corona), Ponte Vedra Beach**
Between Miles 1 and 2 for both the Full and Half Marathon; 7:30 a.m.-8 a.m.
- **Jacksonville Beach Sea Walk Pavilion**
Between Miles 7 and 8 for the Full Marathon; 8 a.m.-9:45 a.m.
- **2nd Street & 1st Avenue S, Jacksonville Beach**
Mile 7 for the Half Marathon. Mile 20 for the Full Marathon; 8 a.m.-12:45 p.m.

- **Beaches Town Center, Neptune/Atlantic Beach**
Near Miles 9 and 17 for the Full Marathon; 8:15 a.m.-noon
- **Bull Memorial Park, Atlantic Beach**
Near Miles 10 and 16 for the Full Marathon; 8:30 a.m.-11:45 a.m.
- **Celgene Finish Line at Mayo Clinic**
8:40 a.m-2:30 p.m.

About DONNA Marathon Weekend

Celebrating its 10th anniversary in February 2017, DONNA Marathon Weekend is the signature event for The DONNA Foundation, a private non-profit organization in Northeast Florida which provides financial assistance and support to breast cancer patients and funds groundbreaking breast cancer research. 26.2 with DONNA, the weekend's main event, is the only marathon in the United States dedicated to breast cancer research, awareness and care. All race proceeds and fundraising efforts go to The DONNA Foundation supporting the Mayo Clinic Breast Cancer Translational Genomics Program and more than 10,000 families nationwide. Held annually on the second weekend of February, DONNA Marathon Weekend attracts runners and supporters from all 50 states and more than 20 countries. For more information, visit www.breastcancermarathon.com.

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