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**The DONNA Foundation and THE PLAYERS Championship Team Up for  
THE PLAYERS DONNA 5K and PINK OUT at THE PLAYERS This May**

*Inaugural 5K Finisher Medal and Best Dressed Social Media Contest Part of Week's Festivities*

**JACKSONVILLE, Fla.** (April 17, 2017) – The celebration continues for the 10<sup>th</sup> anniversary year of DONNA Marathon Weekend with THE PLAYERS DONNA 5K presented by Nimnicht Family of Dealerships and PINK OUT at THE PLAYERS next month. The 5K will be held on THE PLAYERS Stadium Course **Saturday, May 6**, launching THE PLAYERS Championship week with a new finisher's medal. The DONNA Foundation will also be honored as the "Charity of the Day" on **Sunday, May 14**, promising a sea of pink attire and a donation made by THE PLAYERS Championship.

On May 6, **THE PLAYERS DONNA 5K** begins behind the famed 17<sup>th</sup> Island Green at 8 a.m. and continues throughout the back nine holes of the course providing a sneak peek at the tournament's preparations. For the first time, participants will receive a commemorative finisher medal, as well as a performance tee and complimentary Stadium Pass to THE PLAYERS Championship for PINK OUT at THE PLAYERS, Sunday, May 14. Online Registration is capped at 1,750 participants and is available at <https://register.breastcancermarathon.com/theplayers5k>.

Championship Sunday, May 14, brings the best-dressed, pink-clad golfers, caddies, volunteers and fans for a great cause. As the featured charity for THE PLAYERS Championship on the final day of tournament play, fans are encouraged to dress in their finest pink attire to **PINK OUT at THE PLAYERS**, posting photos of themselves on social media using the hashtag #PINKOUT4DONNA for a chance to win prizes for best dressed. In addition, THE PLAYERS Championship will make a donation on Sunday to The DONNA Foundation supporting groundbreaking breast cancer research at Mayo Clinic and providing financial assistance to those living with breast cancer.

"This 10<sup>th</sup> anniversary season has been an amazing whirlwind from the outpouring of love and record number of participants during February's DONNA Marathon Weekend to this spring's lineup of the 10<sup>th</sup> annual 5K, featuring the first-ever finisher medal, and PINK OUT at THE PLAYERS," said Donna Deegan, founder of DONNA Marathon Weekend and The DONNA Foundation. "We are so appreciative of our partnership with THE PLAYERS Championship to further increase awareness for the cause to finish breast cancer, giving us a platform to reach a broader audience of advocates."

"We're looking forward to an incredible partnership again this year with The DONNA Foundation," said Jared Rice, executive director of THE PLAYERS Championship. "As they near closer and closer to a breast cancer cure with their groundbreaking research, it's humbling to witness, especially as the community rallies in support by wearing their pink to the PINK OUT at THE PLAYERS and participating in THE PLAYERS DONNA 5K. We hope everyone is able to get out and enjoy these events as the world's best golfers take stage yet again at TPC Sawgrass."

For more information or to register, visit <http://breastcancermarathon.com/the-players-5k/>.

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**About DONNA Marathon Weekend**

Celebrating its 10<sup>th</sup> 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 has attracted runners and supporters from all 50 states and more than 20 countries. For more information, visit [www.breastcancermarathon.com](http://www.breastcancermarathon.com).

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