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THE PLAYERS DONNA 5K Sells Out in Record Time for 10th Anniversary

Supporters can still PINK OUT at THE PLAYERS to Raise Awareness and Funds for The DONNA Foundation

JACKSONVILLE, Fla. (April 26, 2017) – Due to overwhelming demand, registration for THE PLAYERS DONNA 5K has closed a record-setting 10 days before the event’s May 6 date. This year’s 5K generated increased interest due to its significance as the 10th anniversary and the introduction of a commemorative finisher medal.

While the race has sold out multiple times in previous years, this is the first year that registration has closed this early. All proceeds of the race go to The DONNA Foundation supporting groundbreaking breast cancer research at Mayo Clinic and providing financial assistance to those living with breast cancer.

“First, we celebrated record participation during DONNA Marathon Weekend in February and to now have an early sell out of THE PLAYERS DONNA 5K is simply incredible,” said Donna Deegan, founder of DONNA Marathon Weekend and The DONNA Foundation. “Our spring events schedule concludes with PINK OUT at THE PLAYERS on Championship Sunday and I am eager to see a huge turnout of pink-clad supporters inspired to finish breast cancer with us once and for all.”

THE PLAYERS Championship’s final day of tournament play, May 14, will feature The DONNA Foundation as its “charity of the day” with a special invitation to PINK OUT at THE PLAYERS. Attendees are encouraged to dress in their finest pink attire, posting photos of themselves on social media using the hashtag #PINKOUT4DONNA for a chance to win prizes for the best dressed fans. In addition, THE PLAYERS Championship will make a donation to The DONNA Foundation.

For more information and contest rules, visit the [PINK OUT at THE PLAYERS](#) website.

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 has attracted runners and supporters from all 50 states and more than 20 countries. For more information, visit www.breastcancermarathon.com.

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