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DONNA Day of Giving Officially Launches 10th Anniversary Season of DONNA Marathon Weekend
Breast Cancer Awareness Month also brings fundraising events, registration discounts and new training app

JACKSONVILLE, Fla. (Sept. 28, 2016) – To support the upcoming 10th anniversary season of February’s DONNA Marathon Weekend, The DONNA Foundation has announced the inaugural DONNA Day of Giving, a day dedicated to giving to others and to oneself. DONNA Day of Giving will take place on Oct. 10 – 10/10 for the 10th anniversary – culminating in the annual Tacos for TaTas that evening from 6-9 p.m. All proceeds from the day’s events go to The DONNA Foundation supporting groundbreaking breast cancer research at Mayo Clinic and providing financial assistance to those living with breast cancer.

DONNA Day of Giving is a citywide day of generosity to the cause of finishing breast cancer. Participants in the initiative can give in several ways:

- Donating financially through the race’s anniversary “Give \$10” program or an amount of the donor’s choosing;
- Volunteering time by registering to serve as one of the 2,000+ volunteers needed during DONNA Marathon Weekend (Feb. 10-12, 2017); and/or
- Giving back to oneself by registering and training for one of the many race activities taking place throughout DONNA Marathon Weekend. The new DONNA mobile app offers training plans for runners of all skill levels, fundraising and healthy eating plans to get in shape and set goals. In addition, the \$20 Locals Rule discount for residents of the 16 First Coast counties of Florida and Georgia expires Oct. 31.

“With DONNA Day of Giving, we are officially kicking off the 10th anniversary of what has certainly become a transformative journey and movement for thousands of people,” said Donna Deegan, founder of DONNA Marathon Weekend and three-time breast cancer survivor. “I’m grateful for the grassroots support that has made it possible to make so many research advances. The donations have also made it possible offer financial assistance to more than 10,000 women and the need is growing.”

To conclude DONNA Day of Giving, Tacos for TaTas’ returns with its “Pink Tie Edition,” a fundraising event 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. Jacksonville’s new Drybar will also be onsite to provide complimentary dry styling services for attendees. The event takes place at HOBNOB in Unity Plaza. Tickets are \$100/person and can be purchased at <http://breastcancermarathon.com/more-donna-events/t4tpinktie/>.

For more information on Tacos for TaTas, DONNA Day of Giving or DONNA Marathon Weekend, visit <http://breastcancermarathon.com>.

About DONNA Marathon Weekend

Celebrating its 10th anniversary in February 2017, DONNA Marathon Weekend is the signature event for The

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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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