

FOR IMMEDIATE RELEASE

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

THE PLAYERS DONNA 5K and “Pink Out THE PLAYERS” Returns to Northeast Florida in May
Funds, Awareness Raised for Breast Cancer Research and Care Ahead of Marathon’s 10th Anniversary

JACKSONVILLE, Fla. (April 6, 2016) – Nearly three months after the DONNA Marathon Weekend, advocates of breast cancer research and care can rally in Northeast Florida again by participating in THE PLAYERS DONNA 5K presented by Nimmicht Family of Dealerships held on the THE PLAYERS Stadium Course Saturday, May 7. The run kicks off THE PLAYERS Championship week concluding with “Pink Out THE PLAYERS” on Sunday, May 15 to “paint” the tournament pink in order to generate awareness and funds for 26.2 with DONNA as the featured charity of the day.

On May 7, THE PLAYERS DONNA 5K begins at the famed 17th 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. Online registration is available at <https://register.breastcancermarathon.com/theplayers5k> and participants receive a complimentary grounds ticket to THE PLAYERS Championship for Sunday, May 15.

As the featured charity for THE PLAYERS Championship on May 15, 26.2 with DONNA encourages all attendees of the “Pink Out THE PLAYERS” by wearing pink to watch tournament play. For every attendee admitted during the day, THE PLAYERS Championship will make a donation to 26.2 with DONNA. In addition, THE PLAYERS Stadium Course will transform itself for the “Pink Out” by replacing all flowers throughout the course with pink flowers in time for Sunday tournament action.

“The mission of 26.2 with DONNA extends well beyond the February marathon weekend, with the goal to raise awareness and funds to end breast cancer year round,” said Donna Deegan, founder of 26.2 with DONNA and three-time breast cancer survivor. “There’s no finer brand than THE PLAYERS and we are grateful that our partnership continues to grow. The activities that take place prior to and during the tournament give added exposure and another opportunity to get involved in finishing the disease.”

“We’re thrilled to once again host the DONNA 5K and Pink Out here at THE PLAYERS,” said tournament executive director Matt Rapp. “It’s something our fans, players and staff all get excited about being able to participate in, and to know that all of this is in support of breast cancer research and a cure makes it even more special.”

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

About 26.2 with DONNA

26.2 with DONNA is a private nonprofit organization in Northeast Florida producing the only marathon in the United States dedicated to breast cancer research and care. All race proceeds go to the Mayo Clinic Breast Cancer Translational Genomics Program and The Donna Foundation to help breast cancer patients with critical

-MORE-

financial needs. 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.

###