



MEDIA ADVISORY

THE DONNA FOUNDATION | 11762 MARCO BEACH DR., SUITE 6 | JACKSONVILLE, FL 32224 |
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Join the Media Team Relay Challenge for DONNA Marathon Weekend's 10th Anniversary

WHAT: Grab your colleagues and a pair of running shoes and assemble a relay team of up to five for the 10th annual DONNA Marathon Weekend's Media Team Relay Challenge. This friendly competition amongst your media peers will provide camaraderie between your team members, bragging rights against your media industry challengers and funding to be 10 years closer to the finish of breast cancer through your participation. And, best of all, it is fun!

Prepare your media relay team now using the new DONNA mobile app offering training plans for runners of all skill levels, fundraising and healthy eating plans to get in shape and set goals.

WHO: Members of the print, broadcast and online media representing their various journalistic outlets in the DONNA Marathon Team Relay. Relay legs range from 3.5 to 6.75 miles per runner of the relay teams. Multiple teams from the same outlets can participate with different team names. Only one media team will be declared the winner of the challenge.

WHEN/: Sunday, Feb. 12, 2017

WHERE: Jacksonville's four beach communities. THE PLAYERS Championship, Ponte Vedra Beach (start) Mayo Clinic Jacksonville, Jacksonville (end)

MORE INFO: For entry into the Media Team Relay Challenge, register at <http://bit.ly/2e1JOWD>. To recognize the winning team, it will be necessary to incorporate the name of the media outlet when creating your relay team name. For more information on the DONNA Marathon Team Relay, visit <http://breastcancermarathon.com/run/marathon-relay/>.

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

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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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